Young Angelenos, a small group of volunteer citizen activists, envision our city and the greater Los Angeles region as a productive, prosperous community with engaged citizens who advocate for progressive public policy.

With that in mind, Young Angelenos have compiled a progressives’ voter guide in partnership with GOOD Magazine for the Los Angeles primary election on March 5th, which includes a mayoral campaign that will dictate the future of Los Angeles.

We've tried to provide as much info as we could about how these folks stand on issues like jobs, the environment, education, healthcare, civil rights—the stuff you care about. We trust you to make the decision from there.

Some disclaimers: This guide is a volunteer operation, not produced by GOOD. Due to research fatigue, lame candidate websites and Murphy’s Law, you may spot a mistake or two. Some candidates simply don’t provide a lot of info, and our researcher styles varied, so some profiles may differ or seem a bit incomplete.

We didn’t get to all the candidates, but we tried to cover the ones who seemed most relevant to young people in Los Angeles. This guide was compiled using public sources, including government and candidate websites. Its accuracy is contingent on those sources at the time of publication (February 2013).

If you have more info, or an opinion that you want to share, we urge you to make a comment. This is your election as much as it is ours.

Remember, what happens in our backyard matters, and this election has some high stakes, so please email your people and pass this guide along. We hope you find it informative and helpful and that it will occasionally make you chuckle.

Happy voting.

Your volunteers,
YoungAngelenos.com

Kabira Stokes, Bich Ngoc Cao, Jason McCabe, Alex Richmond, Alexandra Hepp, Alice Gualpa, Beth Karlin, Brad Petering, Brendan Piper, Christine Guardia, Crystal Murphy, Erika Backberg, Gwenaelle Gobe, Harley Cross, Marguerite Moreau, Michele Elmer, Nicholas Stankevich, Robin Petering, Stephen Blaim, Taylor Miller, Tim Golden

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MAYOR

JAN PERRY
Los Angeles City Councilwoman

POLITICAL PARTY
Democrat

PLATFORM
Balance the city budget by tackling union agreements on salary and pension. Create jobs by supporting the building of Farmers Field and a convention center extension downtown. Appoint a deputy mayor of education and ask voters for a seat on the school board.

BACKGROUND & HISTORY
Originally from the Cleve (that’s Cleveland, Ohio), Jan Perry grew up in a family where both her mother and father served as mayor. Before serving on the LA City Council, she was the planning deputy for a councilman and then chief of staff for a councilwoman. Now in her third term as councilwoman of the Ninth District of Los Angeles, Jan has served the city of LA since 2001. She currently chairs the Energy and the Environment Committee, the Ad Hoc Homeless Committee; she is vice-chair of the Arts, Parks, Health, and Aging Committee; the vice-chair of the Ad Hoc Committee on Recovering Energy, Natural Resources, and Economic Benefit from Waste for LA (RENEW LA) Committee. She also is a member of the Housing, Community and Economic Development Committee; Ad Hoc River Committee; and Ad Hoc Stadium Committee. She was appointed by the Mayor to represent the city of Los Angeles as a governing board member of the South Coast Air Quality Management District (SCAQMD) and was re-elected in January of 2006 by the Western cities to serve another four-year term. Jan also serves as the chair of the Exposition Light Rail Authority and is the former assistant president pro tempore for the City Council. She is termed out and cannot serve another term.

Jan earned her bachelor’s degree from the University of Southern California School of Journalism, cum laude. She received a master’s degree from USC in public administration. She is divorced and has an adult daughter.

JOB CREATION & ECONOMIC PROSPERITY
Jan Perry is comfortable being described as pro business. Heralded as a huge proponent for LA Live downtown, Jan has worked hard to revitalize downtown. Putting people back to work seems like her #1 focus. To do that she supports the building of a new stadium downtown, saying it will not cost the taxpayers money and that it will create 20,000 new jobs. She also sees the Convention Center expansion as a job provider. She believes in adult education and job training as essential for getting people back to work, and in this vein worked with the private/public sector developing training requirements, including inclusion of poverty areas for hiring during the creation of LA Live downtown (an extremely effective policy). She does not, however, believe Walmart is a right fit for Los Angeles.

Jan has stated that to balance the city’s overgrown budget she would ask that city workers and their unions to pay more into their pensions, hold off on any wage increases until the budget is balanced and with respect to the DWP, ask that those salaries be lowered to levels more in line with other cities.

Also, as a councilwoman, Jan has worked to improve her district (Little Tokyo, Bunker Hill and South Los Angeles) by adding more street lights, trash receptacles, repaving and resurfacing streets, and repairing sidewalks.

At the groundbreaking for the 27-acre LA Live mega project in downtown, Councilwoman Jan noted the economic benefit of thousands of new jobs. She stated, “These are jobs that are born out of an empty parking lot. So for me, that is the most compelling reason why I pushed to get this project.”

EDUCATION
Day one of her administration we would find Jan electing a deputy mayor to oversee her education agenda: more choices, improve middle schools and accountability. She is pro-charter schools and wants to equalize charter school funding. Jan also advocates for more affordable early education, wants to bring arts back to school through non profits, and would support rewarding teachers based on performance. As mayor, she would also ask voters for a seat on the school board.

ENVIRONMENT
Although Jan Perry’s involvement in the South Central Farm history is somewhat shady, she has done some positive things when it comes to the environment. Jan co-authored and is widely credited with passage of Proposition O to clean Los Angeles water by capturing, cleaning, and recycling storm water runoff, funding watershed projects throughout the city, and improving the quality of our coast, rivers, and drinking water. She has “greened” her district by reducing blighted property and cleaning brownfields since her first term of office.
The Augustus Hawkins Wetland is one of Jan’s most inspiring initiatives. The nation’s first manmade wetland in a highly urban area is now part of Augustus Hawkins Park. Jan initiated the project and had the tenacity to see it through. The project is an ecological wonder in its own right, and it also serves as a demonstration project for Jan’s proposed nine-acre South Los Angeles Wetlands Park that will simultaneously improve water quality and provide much-needed park and recreation space to the South Los Angeles community.

Effective January 1, 2008, Jan became the AQMD Governing Board representative for the City of Los Angeles.

HEALTHCARE & SAFETY NET
Central City East, an area known by many as Skid Row, is a community that Jan has worked passionately with to improve: reaching out to the homeless, fighting for permanent supportive housing, and working with local agencies to create programs that truly help those in need. Jan has earmarked funds to establish the City’s first year-round Emergency Homeless Shelter Program. She is spearheading integration of vital services for shelter cases in a multi-pronged effort to meet the challenge of homelessness in Central City East and throughout the region. Jan developed the strategies and formed a coalition with experienced affordable housing developers to create over 4,000 new units of affordable housing for the homeless, families and seniors. There are nearly 1,000 new housing units in the pipeline for chronically homeless individuals and persons living with disabilities.

During her City Council run, Jan has worked hard with local nonprofits on food policy initiatives and helped to open the first farmer’s market in South LA. She has also worked with a coalition of schools and parks to develop nutritional guidelines as part of children’s park programs in her District, and made community health a priority by ensuring that land set aside for development in South LA is be used to attract grocery stores and sitdown restaurants, rather than fast food chains.

TRANSPORTATION
Jan has served on the Exposition Light Rail Construction Authority, a project that when complete would provide affordable, clean public transportation from downtown Los Angeles to Santa Monica. However, Jan opposes plans for a $6.3 billion Westside subway extension that would run from Koreatown to Santa Monica, and underneath a high school in Beverly Hills, citing hazardous conditions that would make tunneling a risk. She believes that the implementation of a network of bike lanes citywide is important to meet the demand for transportation options.

IMMIGRATION REFORM
Jan calls herself a supporter of immigrant rights. She believes that the policy that impounds unlicensed drivers’ cars for 30 days is too punitive - she would rather make steps toward ensuring that motorists have the tested skills that they need to be safe on the road. She told the Huffington Post, “As mayor, it will be my job to advance the rights of all people and that is what I am committed to do. I have a strong track record of supporting the development of affordable housing, job training, homeless services, and mental and health care services... These are universal needs that transcend ethnicity. Los Angeles is a multicultural city.”

OTHER POSITIONS/TOPICS
With regard to medical marijuana, Jan supports reducing the amount of dispensaries and the development of guidelines for locations instead of how the city is currently handling the problem.

FUN FACTS
If elected, Jan would be the first female, Jewish, Spanish-speaking African American to run the City. God bless America, right? As she said at a forum at Sinai Temple on Jan. 29, “I’m an African-American woman who is Jewish who has represented a Latino district for the last 11 years. The mayor can be the bridge-builder; I’ve been the bridge-builder, and I’ve seen the results of that, and they have been good.”

ENDORSEMENTS
Los Angeles Downtown News
Councilwoman Maxine Waters
CA State Insurance Commissioner Dave Jones
Los Angeles County Supervisor Yvonne Burke (Retired)
Los Angeles City Councilmember Bernard Parks
Los Angeles City Councilmember Nate Holden (Retired)
West Hollywood Mayor Jeffrey Prang
United Union of Roofers, Waterproofers and Allied Workers
Black Women Organized for Political Action (BWOPA)
Rose Ochi, Civil Rights Leader
Judith Hirshberg, Valley Community Leader
Ralph Ahn, Prominent Korean Leader
George Takei
Dick Van Dyke
Louis Gossett, Jr.
Dr. Daniel Castro, President Los Angeles Trade Tech

And, an endorsement of sorts for sure, at a recent debate, other candidates said they would vote for her if they were not running – nice one Jan Perry!
EMANUEL PLEITEZ
Technology Company Executive

POLITICAL PARTY
Democrat

PLATFORM
Emanuel's 7-Point Plan:
• Build safer communities
• Create a path for clean, renewable energy
• Fix the budget crisis
• Make education a 24-hour priority and create educational opportunities for all
• Move forward through data and technology
• Promote job growth and economic development
• Solve traffic and transportation problems

BACKGROUND & HISTORY
The youngest mayoral candidate in the race, Emanuel, 30, was born and raised by a single mother in El Sereno. Son of Mexican and Salvadoran immigrant parents, he was raised in an underserved part of Los Angeles and studied at Stanford University. Between 2003 and 2005 he twice worked for current Mayor Villaraigosa, first as a field aide in El Sereno and later as his personal assistant. He went on to learn about business at Goldman Sachs until the Obama-Biden Presidential Transition team selected him to serve as a member of the US Treasury Review team. Shortly thereafter, Emanuel ran for California's 32nd Congressional District Special Election in 2009, but lost to Judy Chu.

In 2009, he returned to the Obama Administration as appointed special assistant to Paul Volcker and the President's Economic Recovery Advisory Board (PERAB). He went on to work at McKinsey & Company as a management consultant, and most recently served as Chief Strategy Officer at Spokeo, a growing Los Angeles-based data mining technology company.

He is the founder of a couple of nonprofits such as Latinos on the Fast Track (LOFT) Institute, and the Latino Legacy Weekend, aimed at providing opportunities and mentorship for innovative young leaders. Emanuel is also the founder and executive producer of INSPIRA, an ongoing web series featuring the stories of inspiration from Latinos across the country. He and his wife, Rebecca, reside in El Sereno.

JOB CREATION & ECONOMIC PROSPERITY
Emanuel wants to invest over $1 billion in designated “economic development zones” in the City’s most underserved communities (South LA, the Eastside, Pico-Union, Westlake, and the East San Fernando Valley) over the next ten years. He wants to make those areas a green manufacturing hub for the entire country.

He also plans on reforming the City’s pension system, finding new sources of revenue, spend efficiently, and consider partnerships with private investors (aka privatization).

EDUCATION
Emanuel contends that he is the only candidate that that “knows what it’s like in public schools in our worst neighborhoods.” He says, “When I’m Mayor, I’ll get us on a path to halve our high school dropout rate within a decade – not by taking over the school system, but by making education family-oriented and a 24-hour responsibility of our city and community. I will make sure every single child in the city is enrolled in an after-school program; that every single school offers wraparound services to students and their families; and that we supplement traditional curriculum with opportunities to learn skills in data, technology, and other industries where the jobs of the future lay. That’s the only way we can make sure our children stay out of trouble, our families are healthy, and our adults have the right skills.”
PUBLIC SAFETY
He proposes to double the size of our public safety force – not by hiring more police, but by empowering everyday citizens to protect their communities. On his website he says, “That’s how we can change the culture of ‘policing’ from one of incarceration to one of prevention and intervention. That’s how we build up, not tear down, our neighborhoods – by teaching our mothers and fathers, brothers and sisters, and sons and daughters to recognize those in need, reach out, and help them get the counseling and support they need.”

ENVIRONMENT
Something of an echo of the policy of his old boss and current Mayor Antonio, Emanuel wants to put LA on the path towards eliminating fossil fuels in LA’s energy production by 2030, and wants to make LA the first truly green, sustainable city. He says on his website, “That’s only if we encourage green energy innovation, open energy production up to private companies, and invest in places like South LA to be the hub of clean energy production. As part of my development package, I plan to invest heavily in green technologies and people, so that solar panels and other systems that provide clean energy to the world are all stamped “Made in LA.”

HEALTHCARE & SAFETY NET
Emanuel said to HuffPo, “We need to both support the sustainability and expansion of programs for people most vulnerable to homelessness and create affordable locations that also function as wrap around centers that are equipped to respond to the needs of their occupants (mental services, addiction response and recovery, financial literacy, and employment assistance).”

TECHNOLOGY
As Mayor, Emanuel would build a team of data scientists who would report directly to him, and work tirelessly to improve our use of data and technology across the city. “This means helping businesses and government better use the data they’re collecting; using technology to deliver more educational opportunities to people in their homes; and making more data available to everyday people so they can use it to invent the latest transit, energy, and safety solutions... We should be using data to see how we can better target our services; map transportation and commerce to see what patterns and opportunities we find; provide educational content online at LACity.org; and spur the creativity and ingenuity of our people.”

TRANSPORTATION
His plan: “I can get this city on a path to halve car usage and commute time by 2025. To do this, we need to build things closer, and give people more mobility options. This means smart urban planning and transit–oriented development that centers jobs and retail near where people live, and emphasizes solutions that can be implemented quickly – like dedicated bus lanes, synchronized signals, and cordoned zones where no cars are allowed – over rail projects that cost a lot and won’t get finished for decades.”

IMMIGRATION REFORM
As he told the HuffPo, “My whole life I have been involved in creating opportunities for young Latinos to become leaders and gain valuable experience they can use to help themselves and their communities. I created Latinos on Fast Track and currently chair the Hispanic Heritage foundation and the Salvadoran American Leadership and Education Fund.”

FUN FACTS
At Woodrow Wilson High School, Emanuel earned 19 varsity letters at and eventually became the first member of his family to graduate from college – Stanford University – on scholarships.

OTHER POSITIONS/TOPICS
To fix our expensive pension system, he proposes a pension buyout plan, which would be the first of its kind in the country. It would give city workers “money today instead of nothing tomorrow.” Under that plan, “we’ll cut our unfunded liabilities and give us a debt balance that’s manageable. To do this, we’ll need to raise the capital to pay our workers today. And we’ll need a Mayor who not only understands finance and budgets, but also has the resolve to get this done immediately. I pledge that by the end of my first term, I’ll have our budget on a sustainable path.”

With regards to marijuana, he told the Huffington Post, “We should be understanding and compassionate toward those with glaucoma, cancer, and other ailments who rely on marijuana to ease their pain. That doesn’t mean having a dispensary on every corner, but it does mean having legally owned and operated dispensaries in our city, which are regulated to prevent negative impacts on our communities. We should let the market decide the right number of dispensaries and refine our approach with feedback from our communities.”

ENDORSEMENTS
He has no endorsements that we could find.

SOURCES
http://www.pleitezforla.com
ERIC GARCETTI
Los Angeles City Councilmember

POLITICAL PARTY
Democrat

PLATFORM
Eric believes that achieving our city’s full potential requires a focus on getting LA back to work – creating jobs and growing our economy, and innovating at City Hall to ensure it works for the people and businesses of Los Angeles.

BACKGROUND & HISTORY
Eric is a fourth generation Angeleno. He was born at Good Samaritan Hospital and grew up in the Valley. Prior to his election in 2001, Eric taught public policy, diplomacy and world affairs at Occidental College and the University of Southern California. In 1998, the Rockefeller Foundation selected him as a Next Generation Leadership Fellow. Eric studied urban planning and political science at Columbia University, where he received his B.A. and M.A. in International Relations. He studied as a Rhodes Scholar at Oxford University and the London School of Economics. He won a hotly-contested election to the Los Angeles City Council in 2001, becoming one of the youngest city councilmembers in the city’s history. He now lives in Silver Lake with his wife, Amy Elaine Wakeland, whom he met at Oxford.

JOB CREATION & ECONOMIC PROSPERITY
Eric is known for his support of digital and technology initiatives across the city because of their ability to bring jobs to the region. He has a big focus on green jobs and workforce development, including a plan for creating 20,000 jobs in clean energy, energy efficiency, and clean water. He has helped bring clean tech, electric car, online and clean energy companies to LA and has more recently wrote solar legislation and stopped proposals to furlough cops, in order to protect jobs.

Eric has also successfully worked to eliminate the business tax for LA’s small businesses (who are 60% of LA businesses) that created targeted incentives for high-growth and highly-mobile sectors such as Internet firms, entertainment businesses and car dealerships.

Eric opposed privatizing the city’s parking lots, “because it was a one-time fix during a terrible real estate market and because we learned from the Chicago experience.” He said to the Huffington Post, “There must be a strategic and careful approach to the selling of public assets.”

And, finally, Eric is a firm supporter of local workforce development programs and expand the city’s summer jobs program for youth.

EDUCATION
Eric is a supporter of competition driving success in education and that many groups (charter schools, LAUSD schools, etc.) need to come together with ideas on a district-wide and community-wide basis to find what works best for kids in the classroom.

Eric also believes in educating for the future – including a focus on languages, both foreign and digital. As a key to his environmental platform, he is also advocating for strong workforce development – and enhancing the relations between community colleges and regional industry needs.

PUBLIC SAFETY
Eric created an innovative graffiti census and resident “block captain” program in his district that cut graffiti by almost 80% and was recognized as a finalist for the National League of Cities’ Award for Municipal Excellence. In addition, he implemented a program to keep parks open late at night, offering programs during the summer when school is out. Today, more than 700,000 youth are served and gang crime is down 40% at 32 citywide locations. For the kids during the school year, he brokered some rather groundbreaking agreements with LAUSD to open school fields to both LAUSD students and the community during non-school hours.

EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
In 2004, along with opponent Jan Perry, Eric spearheaded the passage of a pro-civil liberties resolution urging a narrowing of
the USA Patriot Act and affirming support for freedom in the post-9/11 era.

In the months before Prop 8 went into lawsuit and it was legal for gay people to get married in California, Eric presided over the first ever legal gay marriage in the City of LA - he married two of his staffers who met while working in his office. That is to say, he is pro-gay marriage. In addition he has been presented with the first Olson Award from Human Rights Watch for his human rights activism.

As for the ladies, Patty Bellasalma, president of the CA Chapter of NOW, says of their endorsement of Eric, “[he] is the only candidate that is solidly progressive and focused on the intersection of women’s empowerment.”

ENVIRONMENT
Eric has taken action to move the stalled plastic bag ban forward, authored the nation’s widest-reaching green building ordinance, the nation’s first municipal green building ordinance, legislation that made LA the biggest city in the nation to have a solar feed-in tariff initiative, and the nation’s largest clean water initiative of its kind. Eric is committed to promoting green technologies, clean energy and other environmental measures. For all of his environmental leadership, Eric was presented with the Green Cross Millennium Award from former President Mikhail Gorbachev.

HEALTHCARE & SAFETY NET
Eric authored the nation’s largest housing trust fund and the nation’s first tenant foreclosure eviction moratorium. He believes that ending homelessness isn’t just a moral imperative; it’s an economic one too. He told the Huffington Post, “We have been successful in permanently moving people from the streets by first hitting the streets and identifying homeless persons by name, identifying and tackling their unique needs and above all getting them housed. That means moving beyond shelters and providing people with real housing that includes the treatment, services and training needed to permanently keep people off the streets.” In his district, his office has worked with the community to design and open three new supportive housing developments since November 2012.

TECHNOLOGY
Eric is responsible for the city’s first constituent services smart phone app (Garcetti 311), which allows residents to snap a picture of graffiti or a pothole or a bulky item and report them to the city on the fly - with the phone’s GPS automatically sending in the location. He also deployed an app named Parker in his district that directs people to available parking spaces, following research showing that up to 30% of congestion can be caused by people circling for parking.

TRANSPORTATION
Eric believes in a “multimodal” approach to LA traffic congestion. In his district, he has installed the city’s first bicycle sharrows (shared lane markings), actively sought to maximize and streamline rail and bus travel, and expanded car sharing. He also authored the city’s first valet ordinance to reclaim those clogged lanes in front of busy night spots. He is also an advocate of expanding options citywide and tackling big projects, including: connecting the Green Line to LAX, getting the Expo Line open, moving forward the Crenshaw Line, getting the Wilshire extension in motion and the Westside subway extension (from Koreatown to Santa Monica) that would run under a Beverly Hills high school.

IMMIGRATION REFORM
Eric believes that the status quo ignores the reality on the streets, and believes that it is safer for every Californian to be eligible for a driver’s license. As for impounding, he agrees with Chief Beck’s directive to always take cars away from unlicensed drivers.

OTHER POSITIONS/TOPICS
It should be noted that Eric is very pro development and takes credit for revitalizing Hollywood’s economy, which includes development. This is a double edged sword for him, as LA Weekly and some local activists have railed against his support for the Hollywood Community Plan which would allow skyscrapers to be built in Hollywood. LA Weekly has also credited Eric’s work in Hollywood for pricing out Latino residents whom he is now courting for votes – though the specific accuracy of that claim is questionable.

During his run as councilmember, Eric established an academy called the Neighborhood Leadership Institute (in English and Spanish) which included courses like Government 101, Budget 101 and Land Use 101 that have trained over 1,000 Angelenos to advocate for their communities.

Marijuana: Eric says that he thinks the federal government should reclassify cannabis “so that we can actually get folks the medicine that they need... As far as recreational use, if the voters of the state were for it, I’d be happy to regulate it like alcohol, especially to make it less easy for underage use.”
FUN FACTS
Eric is an avid photographer, jazz pianist and composer. In addition to jazz, he is a big fan of hip hop. On KCRW’s Guest DJ Project, Eric contributed a set including the following tracks: “Myself When I Am Real” by Charles Mingus, “Behind The Mask” by Yellow Magic Orchestra, “Cities In Dust” by Siouxsie & The Banshees, “Screen Kiss” by Thomas Dolby, “Kiko And The Lavender Moon” by Los Lobos. Eric also breakdances; he honed his skills in junior high while he was part of a dance crew. And, final fun fact, Eric played the “Mayor of Los Angeles” twice on the TV show The Closer.

ENDORSEMENTS
As of January 19th, Eric has outraised other candidates with a total of $3,686,119 million for his campaign. (Plus the record breaking $250k that he raised on February 7th with Moby and Jimmy Kimmel at the Fonda.) However, Eric (as well as Wendy Greuel) was denied endorsement by the Democratic Party as no single candidate could reach the threshold of votes needed for an endorsement.


The Los Angeles Times endorsed Eric’s campaign: “The candidate with the most potential to rise to the occasion and lead Los Angeles out of its current malaise and into a more sustainable and confident future is Eric Garcetti.”

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WENDY J. GREUEUL
Los Angeles City Controller

POLITICAL PARTY
Democrat. She was a registered Republican through 1992.

PLATFORM
Rebuilding infrastructure, expanding transportation, rewarding investment and training workers for the jobs of the economy.

BACKGROUND & HISTORY
A lifelong Angeleno, Wendy was born and raised in the San Fernando Valley and attended UCLA. She went to work for then-Mayor Tim Bradley as the mayor’s liaison to the City Council, City Departments and the community on public policy issues including child care, the homeless, the elderly, and health issues.

In 1993, Wendy served with Cabinet Secretary Henry Cisneros as the Field Operations Officer for Southern California for the Secretary of Housing and Urban Development (HUD), She oversaw HUD’s emergency response and recovery programs after the 1994 Northridge earthquake.

In 1997, Wendy joined the Corporate Affairs Department of DreamWorks SKG where she worked on the company’s government and community affairs. She coordinated DreamWorks’ legislative and governmental activities at the local, state and national levels.
In 2002, Wendy was elected to the Los Angeles City Council and represented the Second District in the Northeast San Fernando Valley for seven years. She focused on reducing traffic in Los Angeles as Chair of the City’s Transportation Committee, As Vice-Chair of the Budget Committee, Wendy worked tirelessly to make Los Angeles more business friendly. Her reforms eliminated the business tax for over 60% of the city’s small businesses and made the tax system more equitable with neighboring jurisdictions. As a member of the Audits and Government Efficiency Committee, Wendy saved taxpayers millions of dollars by consolidating departments, cutting wasteful government spending and identifying fraud and corruption in city government.

As city controller since 2009, Wendy ensures city hall spends taxpayer dollars wisely and responsibly and is focused on reforms that make the city more efficient and accountable.

She currently lives in Studio City and is married to Dean Schramm. They have an eight-year-old son, Thomas.

**JOB CREATION & ECONOMIC PROSPERITY**
Wendy believes that the mayor of LA should be the jobs czar of LA, and she intends to utilize her private-sector experience to help create jobs. Wendy believes that one of the best ways to increase employment is to have a city that is business friendly. She was the architect of the historic business tax reform and supports the effort to eliminate the gross receipts tax. She also believes in a responsive government that holds departments accountable so the job gets done. Wendy is focused on creating hubs of economic opportunities, similar to the Clean Tech Corridor.

She stresses four priority areas to create jobs and get the economy moving: rebuilding infrastructure, expanding transportation, rewarding investment and training workers for the jobs of the economy. She proposes to advocate for the investment in infrastructure at the ports, to expand transportation options, including bikeways and pedestrian friendly streetscapes, and to reduce congestion and pollution. She believes in rewarding investment by business by providing tax incentives to locate in LA and to put people back to work, also proposing to advocate for providing workers with the skills they need to thrive in today’s economy, from software design to solar panel installation.

Wendy supports privatizing the city’s parking lots and convention center to “save the city millions of dollars.” Wendy’s claim of eliminating $160 million in “waste, fraud and abuse” at city hall has been debunked by the Los Angeles Times. “Most of the dollar total in Greuel’s claim, now featured in television ads, relies on two audits that depend on an accounting maneuver and a large revenue projection that the controller’s office itself said was unrealistic from the start.”

**EDUCATION**
Wendy is a product of public schools and is the only candidate for Mayor with a child in public schools. As Mayor, she aims to champion common sense reform ideas such as supporting effective teachers and considering longer school days. She believes in protecting teacher salaries even as Sacramento works to balance the budget.

**EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES**
When Patty Bellasalma, president of the CA Chapter of NOW, was asked why Wendy was not granted the endorsement of her organization, she pointed to Wendy’s lack of endorsement for CEDAW – the Convention on the Elimination of All Forms of Discrimination Against Women (an international treaty that commits governments to removing barriers to women’s equality). She said, “I’ve known Wendy for 30 years. She could have endorsed CEDAW. She could implement CEDAW but when asked why she hasn’t committed to its implementation her answer has been, ‘We’ll have to do a study to determine it efficacy.’ Studies have already been done.”

**ENVIRONMENT**
While on the City Council, she helped protected an additional 1,200 acres of open space, and all of the parks in her district were expanded or improved. She is a strong advocate of expanding transit options and of programs like CicLAvia, which let us experience car-free streets.

**HEALTHCARE & SAFETY NET**
Wendy worked on housing and homelessness issues for LA Mayor Tom Bradley and then at HUD under President Clinton, and understands that while there is a great need or emergency housing, it is not sufficient to end homelessness - that takes a range of services and permanent housing to help get people back on their feet. She has been working with the United Way of LA as part of their Bring LA home campaign to leverage public-private partnerships to provide the services and housing needed to serve LA’s homeless population.

**TRANSPORTATION**
Throughout her career, Wendy has worked to reduce congestion through practical initiatives such as a ban on all street construction during rush hour; anti-gridlock zones, which double fines for parking in restricted zones during rush hour; synchronizing 75% of all traffic lights across the city;
and successfully lobbying Sacramento for funds to complete the construction of the I-405 carpool lane.

Wendy was a leading proponent of the Measure R transportation campaign and the extension of Measure R funds, which has helped enhance mobility, improved air quality and served as a catalyst for capital improvement and economic development in the City. She is committed to continuing to work to deliver traffic improvements such as hot lanes on the 405 to looking at innovative ways to expand carpool and light rail in the city. She also intends to invest in transit-oriented development to spur job creation.

IMMIGRATION REFORM
Wendy supports driver’s licenses for undocumented immigrants, because it “keeps our roads safer.” With regards to immigration reform, she believes that “the real issue here is the failure of the federal government to pass comprehensive immigration reform. As Mayor, I will continue Mayor Villaraigosa’s efforts to push Congress to pass immigration reform and provide undocumented immigrants with a path to citizenship.”

OTHER POSITIONS/TOPICS
The Los Angeles Times reported in February that while Wendy was a city councilmember, she didn’t disclose her half-ownership in her family’s building supply store while fighting the opening of a Home Depot about nine miles away from it.

Marijuana: Wendy is concerned about the proliferation of marijuana dispensaries, but at the same time, supports compassionate and safe access to marijuana for personal medicinal use under a doctor’s supervision. She would “consult with my Chief of Police and medical experts to determine the balance between access to marijuana for personal medicinal purposes and keeping our neighborhoods safe.”

FUN FACTS
Wendy co-owns a family business, Frontier Building Supply. If she were elected, she would be the first female mayor of LA.

ENDORSEMENTS
Wendy has raised $3,604,965 for the election as of Jan 19. The Huffington Post notes that the candidate has received criticism lately for the large sums of campaign money she is accepting from super PACs. She turned down a challenge last week from opponent Garcetti, to donate half the super PAC amount she receives to charity. Garcetti said he would sign a “People’s Pledge” to do so if Wendy would. Wendy’s campaign manager’s response: “It’s not a ‘People’s Pledge,’ it’s an ‘Eric Garcetti is afraid of Wendy Greuel’ pledge.” (Ouch.)

For all that it’s worth, Eric is now supported by an independent expenditure committee started by Mary Jane Stevenson, who was California director of President Barack Obama’s campaign, and Rick Jacobs, who chairs the Courage Campaign.


Wendy Greuel and Eric Garcetti were both denied endorsement by the Democratic Party.

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KEVIN JAMES
Radio Broadcaster/Attorney

POLITICAL PARTY
Republican. In his words he is a “fiscally responsible, socially moderate Republican with a real streak of independence.”

PLATFORM
Kevin is running as the only “city hall outsider” and his platform is fiscal responsibility; honest, open and accountable government; anti-corruption; and bringing jobs and opportunity back to LA. For most issues pressing Los Angeles (race relations, homelessness, the budget, etc.), he proposes that they exist because of “corruption in City Hall,” and as the only former prosecutor in LA he is the only one “equipped to end that culture by exposing it from the inside.”

BACKGROUND & HISTORY
Kevin, first off, is a lawyer – he began his practice in 1988 as a litigator, and was then hired by the U.S. Department of Justice as an Assistant U.S. State Attorney right here in LA. In 1992 he received the Director’s Award for Superior Performance, and in 1993 he returned to private practice and volunteered in the community at places like AIDS Project LA (as Co-Chairman), and advocating for pet adoption. In 2003, Kevin began his talk radio career on Talk Radio 790 KABC. In 2004, he briefly sojourned to Oklahoma City to host the morning-drive show, and then returned to LA and KABC to host “Red Eye Radio” and then over to “The Kevin James Show” on 870 KRLA – “Los Angeles’ Conservative Talk Radio Station.” As he runs for Mayor he continues his coverage of city issues on his nightly radio show and maintains his private law practice. Kevin has also served as a regular panelist for Court TV’s “Catherine Crier Live” and appeared on cable news networks as a commentator and legal analyst. Kevin is a member of the National Academy of Recording Arts and Sciences and is an avid sports fan. Kevin received his undergraduate degree from the University of Oklahoma in 1985, and his Juris Doctorate from the University of Houston Law Center in 1988. He lives in LA with his adopted dog Lisa-Marie.

JOB CREATION & ECONOMIC PROSPERITY
Business tax reform is at the top of his list, and, if elected, he will be presenting a business improvement package to the City Council immediately upon taking office. It will contain two primary parts: (1) business tax reform; and (2) streamlining the permitting process. He would also do away with the gross receipts tax.

He would implement “fair and equitable across-the-board reduction in our business tax and simplification of its structure.” Kevin also wants to create a Permit Center for businesses looking to open in LA, modeled after the City of Dallas’ Permit Center, and wants to expand the current program of contracting with businesses located within City limits.

EDUCATION
Kevin dreams of an LA with district-wide open enrollment (also described as school choice). He believes we should move “troubled students” into other facilities (“special day,” “option” and “continuation” facilities), but proposes that the funding for that student should stay at their original school. He mentions no other funding options for these students, but does blame the current system for setting these “high attention” students up for the school-to-prison pipeline.

Kevin would also create within the mayor’s office an education information officer who would serve as a sounding board for parents, students, teachers and administrators. This office would be part of the mayor’s office and completely independent of the LAUSD.

He also proposes a full and comprehensive evaluation system of teachers, including a peer review, as long as they do not penalize teachers who start off with lower-performing students.

PUBLIC SAFETY
Kevin says on his website, “As Mayor, my goal would be to increase public safety funding, and use those funds to bring technology up to speed in both departments. Doing so will allow both departments to function more efficiently and to better deliver critical services to our residents. To cover the cost, I will advocate for real pension reform, while simultaneously improving LA’s business environment to grow our tax base and overall tax revenue.” He also wants to use data to increase LAFD response times.

He made this statement on gun control, “To protect our kids, clearly we must end easy access to guns and make our schools safe. I support the immediate passage of a comprehensive assault weapons ban that includes restrictions on high capacity magazines. We must also fix the mental health records gap involved in purchasing weapons.” (Wait, IS this guy a Republican?)
EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
If elected, Kevin would be the first openly gay mayor of LA. He supports the repeal of the ban on gays and lesbians serving in the military as well as the repeal of the federal Defense of Marriage Act, the anti-gay marriage law. He also backs anti-discrimination protections in the workplace for the LGBT community.

“I think that protection is needed,” Kevin told the LA Weekly. “I’m not asking for special rights. I’m asking for equal rights. I’m also looking forward to the day when we don’t need such protections, but we’re not there yet.” James was a vocal opponent of Prop 8.

Kevin is proud of calling out the fact that thousands of rape kits were sitting, unprocessed, at LAPD. He believes that calling out this issue every night on his radio show led to the backlog being cleared.

ENVIRONMENT
Kevin believes that “being environmentally aware is not an option, it’s a moral imperative, and with proper planning and implementation of new technology, it makes good business sense and can be accomplished with less expense than thought.” His policy proposals mostly focus around incentives for residential fuel cells, geothermal cooling and heating, wants to reach solar capacity and increase the health of the power grid. He offers specific companies that the city should work with (i.e., Advanced Cleanup Technologies, Inc. and their Advanced Maritime Emissions Control System) and supports the privately funded Green Rail Intelligent Development. Finally, he wants the city to consider the pros and cons of desalination for drinking water, though he recognizes the “environmental concerns surrounding desalination plants.”

HEALTHCARE & SAFETY NET
Kevin says it best, “While homelessness will always exist to some degree in Los Angeles, we must do everything we can to minimize its existence and reduce the number of people, particularly children, affected by it. The best thing city government can do is create an environment welcoming to private business – a job goes a very long way in improving a person’s confidence, self-respect, dignity, and economic stability... Therefore, my jobs plan is the first step in dealing with homelessness in LA.” He would also “utilize unused city-owned buildings that are the most fit for conversion into transitional housing and/or shelters. The conversion of available city buildings must include accommodations for couples, families, and people with pets,” and audit and reform the LA Homeless Services Authority.”

TRANSPORTATION
Kevin wants to complete a public transit connection to LAX (now!), re-work the MTA kiosks so that they are more user-friendly, and alleviate rush hour traffic “by better clearing the right-hand lanes during peak traffic times and keeping the right-hand lanes moving.” He wants to accelerate the city’s bike plan, doesn’t believe the Westside subway extension should run under Beverly Hill High, and wants to build more parking facilities below the ground.

IMMIGRATION REFORM
Kevin believes that undocumented immigrants should not receive driver’s licenses or an alternative form of a driver’s license; he also thinks the police should apply a 30-day impound policy to undocumented drivers.

OTHER POSITIONS/TOPICS
Kevin feels that animal issues must get priority in the mayor’s office – he wants to adopt a genuine “no-kill” plan in shelters and work harder to reduce the number of homeless animals and increase public adoptions.

Medical marijuana: He believes that, ideally, medical marijuana should be prescribed to patients by their doctors and provided by a pharmacist that dispenses the drug at a pharmacy. He would appoint a Medical Marijuana Advisory Committee to create a solution to dispensing it correctly and efficiently, with an equal number of dispensaries in each Council District.

FUN FACTS
Kevin is partially funded by billionaire Harold Simmons, one of the top donors to Republican “super PACs” in 2012, who once called President Obama “the most dangerous American alive.” Simmons gave $600,000 to an independent group backing Kevin.

Also fun: Kevin achieved notoriety for a May 15, 2008, guest spot on the MSNBC television program Hardball with Chris Matthews, in which James supported an apparent comparison by President George W. Bush of Democratic primary presidential candidate Barack Obama to American Senator William Borah of Idaho, who was serving at the time of Hitler’s invasion of Poland.

ENDORSEMENTS
Former LA Mayor Richard Riordan, Bring Hollywood Home Foundation.
Kevin has raised $332,192.91 as of January 19th, and $487,734.20 has been spent as independent expenditures by outside groups.

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CITY ATTORNEY

CARMEN “NUCH” TRUTANICH
Los Angeles City Attorney

PLATFORM
Nuch describes himself as a protector of neighborhoods, a friend of tax payers, and a defender of the vulnerable. He claims victories like prosecuting a rather large number of graffiti-related cases a year, prosecuting large corporations for excessive pollution, and cracking down on “deadbeats” that owe taxes and debts to the city. He is running with “a term of experience behind him” and sees his track record as being the key to his successful reelection. However, Nuch has made some decisions in office that have angered many Angelenos; particularly by prosecuting Occupy LA protestors and for all intents and purposes, declaring a war on street art, graffiti and “illegal” billboards.

BACKGROUND & HISTORY
A Southern California native, he received a business administration degree from USC and then pulled all-nighters getting his law degree at South Bay Academy of Law night school. He headed up his own law practice for 20 years and as a LA Attorney worked in Misdemeanors, Juvenile, and Hardcore Gang and Environmental Crime units. His hard work didn’t go unnoticed: California Lawyer Magazine chose him as one of the top ten lawyers in the field of environmental law, and California Super Lawyers named him one of the top attorneys in SoCal for four consecutive years. In 2009, Nuch became LA’s 39th City Attorney, and in 2012 he set his sights on higher office, running for LA County District Attorney and coming in third.

It should be noted that Nuch promised to serve two terms as city attorney during his first campaign, and ran for D.A. anyway. He pledged that if tried to leave office before a second term, he would donate $100,000 to LA’s Best and take an ad out declaring himself a gigantic liar. While LA’s Best has finally seen some of the money come in, we are still waiting for the “I’m a liar” ad to present itself...

EDUCATION
Nuch boasts his city attorney office’s partnerships with different organizations around LA to get gang members, potential gang members and vets committing non-violent crimes into “alternative” sentencing programs that would provide education and counseling.

PUBLIC SAFETY
Particularly in the spotlight right now is that fact that Trutanich’s former law firm represented the National Rifle Association in its legal fights against local gun control issues. Nuch has refuted attacks on this, claiming that it was a partner at the firm, not him, who was involved in the NRA cases. Regardless, in light of the Newtown tragedy, Nuch has expressed his support for a ban on assault weapons and other measures. It is argued that this has not always been his position.

ENVIRONMENT
In his early days at the LA District Attorney’s office, Nuch helped start up the Environmental Crimes/OHSA unit and he spent much of his private career working environmental cases. Nuch and his team reached a $16 million settlement with Walgreen Co. over their disposal of hazardous waste, pharmacy records practices.

HEALTHCARE & SAFETY NET
Nuch sure doesn’t like the mary jane. He has been trying, without great success, to shut down medical marijuana dispensaries across the city. His aggressive tactics have not moved the city any closer to regulating medical marijuana dispensaries.

Over on skid row, his office has attempted to lift a court order stopping the city from taking and disposing of homeless residents’ property.

He successfully implemented an injunction that bars known drug dealers, who frequently targeted homeless in Skid Row, from entering Skid Row - with the logic that easy access to drugs sets the residents back from fighting addiction and mental illness.

IMMIGRATION REFORM
Along with Sheriff Lee Baca and LAPD Chief Charlie Beck, Nuch supports special driver’s licenses for undocumented immigrants, more as a matter of public safety rather than a vote in support or against any overall immigration issues. However, in 2011, Nuch pressed charges against nine people at a rally in support of the DREAM act. They faced up to a year in county jail while the case was closely watched by civil liberties advocates. The charges were dropped because of a lack of criminal records for the nine who were arrested.

FUN FACTS
In his 2012 bid for District Attorney, he won the support of the one and only Shaquille O’Neal.
ENDORSEMENTS & FUNDRAISING
Nuch is being outpaced financially at this point by Greg Smith and Mike Feuer, having raised about $313k since the last reporting cycle. Nuch’s list of endorsers is slow to grow, but he counts on the support of former LA mayor Richard Riordan, LA County Sheriff Lee Baca and LA City Councilman Jose Huizar.

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NOEL WEISS
Attorney/Community Advocate

PLATFORM
Noel is an attorney and “community advocate,” with a record of lobbying the city throughout his career. He wants to ensure that the City Attorney’s office represents all Angelenos rather than just the City Council; to ensure public safety; to promote transparency in his office and to empower citizens. Noel has laid out a pretty special philosophy called the, “Five-P’s of Governance”, that is, Practical, Pro-active, Positive, Progressive and Principled. Fun!

BACKGROUND & HISTORY
Noel graduated with a B.A. from UC Berkeley in 1973 and a J.D. from Loyola University in 1976 and has been living in Los Angeles ever since. His law career has varied from corporate to environmental law, and he has taken on the likes of Exxon Mobile. Noel ran for City Attorney in the 2009 race but only raked in 5.1% of the vote and was defeated by his current opponent, Carmen Trutanich.

As election day comes closer, hopefully Noel will get around to updating his Facebook profile or utilize his Twitter handle, but for now they are left neglected. So, we turn back to 2009 when Noel emphasized on his website a desire to simplify government by working with the city controller on performance audits by establishing a City Attorney Government Task Force, and among other things, further empowering neighborhood councils.

PUBLIC SAFETY
Noel has been a member of the Watts Gang Task Force since 2006.

EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
Noel has been involved since 2007 in collecting over a million dollars in fees owed to tenants displaced by big developers and he worked with LA city council to create fair tenant relocation protocols.

ENVIRONMENT
In Noel’s early career, he advised the Port of Long Beach in suits against Exxon-Mobile resulting in them stepping up their game when it comes to environmental maintenance and restoration.

ENDORSEMENTS & FUNDRAISING
No donations as of 12/31/12. He raised just over $2900 in the 2009 city attorney race from small donors.
MIKE FEUER
Assembly Member/Attorney

POLITICAL PARTY
Democrat

PLATFORM
Mike has a rather comprehensive vision of what his job as city attorney would entail, including improving the overall safety of LA, protecting consumers, improving business in LA, preserving the environment and keeping kids out of gangs. He sees the most important issues facing the city today as keeping neighborhoods free of gang activity and safe from gun violence. Good on you Mike.

BACKGROUND & HISTORY
Mike was elected to California’s 42nd Assembly District in 2006 and served up until 2012. He chaired the Budget Subcommittee on Information Technology and Transportation, and was a member of the Budget, Judiciary, Environment and Toxics, and Revenue and Taxation Committees. Mike also served on the Assembly working group addressing California’s water crisis, and the Select Committees on Youth Violence Prevention and on Air Quality. Before that, Mike represented Los Angeles’ Fifth City Council District (1995–2001). Mike is the recipient of numerous awards for his work to promote education reform, affordable housing, violence reduction, and the rights of seniors and children. Mike also taught public policy at UCLA’s School of Public Affairs, and litigation techniques at UCLA Law School.

JOB CREATION & ECONOMIC PROSPERITY
We are impressed with Mike’s job creation record. While in Sacramento, he was co-chair of the Working Group on Jobs and Economic Prosperity which advocated for access to capital and job training for small businesses. He also supported legislation that would require wage, hour and working condition requirements for domestic work employees. While on LA City Council, he helped author legislation to waive gross receipts tax for the first year of operations for small businesses.

EDUCATION
Mike helped to create the READ LA program; won the Education Advocacy Award for his work to resolve a case that lead to significant new resources to low-income neighborhood schools in California. Yea votes on education bills in the house such as requiring teaching gay history and a bill to authorize students (including undocumented immigrants) to be able to pay in-state tuition if they meet criteria.

PUBLIC SAFETY
Mike has worked on the following legislation: Good Samaritan Law; the law to require ignition interlock devices be installed in vehicles of convicted drunk drivers in Los Angeles; AB 809 which requires the Department of Justice to keep copies of rifle and shotgun sales records. He backs legislation that would require micro-stamping of semi-automatic handguns to make it easier to identify weapon owners at crime scenes. To address gun violence, Mike says he will, among other things, establish a gun violence prevention unit in the City Attorney’s office, as well as advocate for enhanced training in youth mental health issues.

EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
Mike authored Assembly Joint Resolution 29 to protect financial property of same-sex spouses; authored legislation to establish LA’s Human Relations Department; has received multiple awards for his commitment to defending people’s rights to justice.

ENVIRONMENT
The League of Conservation Voters gave him a 100 in 2012, and he consistently votes in support of pro-environmental legislation, including “Yea” votes on bills in the House to: authorize low-emission vehicles to use HOV lanes, ban the use of plastic bags, giving solar power energy credits and expanding enforcement of water pollution laws.

HEALTHCARE & SAFETY NET
Mike helped write the law implementing federal requirements that children have access to health insurance and has voted in favor of bills including: prohibiting sexual orientation conversion therapy (AKA health therapists trying to un-gay our youth), authorizing registered nurses to dispense

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contraceptives, regulating marijuana dispensaries, banning caffeinated alcoholic drinks and prohibiting the use of BPA in baby products.

TECHNOLOGY
During his time representing California’s 42nd in the house, Mike voted to impose sales tax on online retailers conducting business in CA. He also supported a bill that targeted cyber bullies, and another bill to ban texting and driving.

TRANSPORTATION
Mike wrote legislation authorizing Measure R to fund billions in transportation improvements across the country and infuse $35–40 billion into new transportation projects that will “create hundreds of thousands of jobs and transform our region.” Let’s hope so!

IMMIGRATION REFORM
Mike has supported legislation to authorize driver’s licenses for qualifying individuals ineligible for social security numbers, legislation that prohibits excessive detention of undocumented immigrants, supported legislation to ban e-verify in the state of California.

FUN FACTS
Mike was recently in a close-call car accident on his way to the swearing-in ceremony of District Attorney Jackie Lacey where a truck allegedly ran a red light and twisted up his Prius. (Yikes!) Mike was hospitalized with non life-threatening injuries. We are not sure if his Prius was so lucky.

ENDORSEMENTS
Mayor Antonio Villaraigosa, Sierra Club, Dolores Huerta, Ed Begley Jr., U.S. Senator Diane Feinstein, Amalgamated Transit Union, California Nurses Association, United Food and Commercial Workers Local 770, United Steel Workers, California Chapter of National Organization for Women, Mexican-American Bar Association PAC

Mike has raised nearly $1.2 million, including 300,000 in matching city funds, outpacing all of his opponents.

OTHER POSITIONS/TOPICS
Mike helped to author the Homeowners’ Bill of Rights, along with Attorney General Kamala Harris, to help prevent families from losing their homes, and to protect consumers from shady lending practices. While on the LA City Council, he helped create LA’s Affordable Housing Trust Fund.

GREG SMITH
Public Safety Attorney

PLATFORM
According to the LA Times, Greg says he, “would use his experience as a litigator to help the city save millions of dollars” as he has spent years litigating against the City Attorney’s office. Greg seeks to increase gang prosecution by creating a task force to get gang members off the streets. To his credit, he also speaks about early gang prevention and slowing gang involvement before it happens. Greg wants to limit bureaucratic red tape and target discrimination by working with the diverse communities within Los Angeles.

BACKGROUND & HISTORY
Greg is a tried and true Valley Boy who now calls West LA home. After high school, he enlisted in the U.S. Navy and served on the USS Gudgeon during the Vietnam War. Greg has been a litigator in West LA for the past 25 years trying cases on behalf of the likes of LAPD officers and LA Firefighters. He also represented one of the whistleblowers that lead to the unfolding of the City of Bell corruption scandal. Greg has been selected as a “Southern California Super Lawyer” in 2009, 2010 and 2012.

PUBLIC SAFETY
In light of the recent tragedy in Newtown, Connecticut, Greg’s people published a press release confirming his stance on supporting a “full federal ban on assault weapons” and vows to tackle gun violence as City Attorney. Greg is also
supporting legislation introduced by Senator Feinstein to ban the sale of military-style assault weapons. In Greg’s first campaign ad, he focuses on raising gang prosecution rates and focusing on getting gangs off the streets.

EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
Greg recently fought a case on behalf of a LAFD officer involving retaliation over an allegedly racist supervisor. His client received a cool $3.8 million settlement. Greg says he is running for office to be a City Attorney that will, “stop corruption, racism and discrimination of any kind from the inside.”

ENVIRONMENT
In a recent press release, Greg vows to bulk up resources for the City Attorney’s Environmental Protection Unit, and create larger consequences for corporate polluters.

ENDORSEMENTS
Greg is his own biggest cheerleader as he has contributed about $650,000 from his own pockets to date. So far, Greg has rejected city matching funds, meaning he now has lots of lawyer-y moolah to throw at his own campaign.

According to his Facebook page, Greg has gained the support of the Inglewood Police Officers Association and has been endorsed by a handful of current and former LAPD officers.

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The GOOD Voter Guide to the Los Angeles Election

CONTROLLER

RON GALPERIN
Efficiency Commissioner/Businessman

POLITICAL PARTY
Democrat

PLATFORM
Ron’s 10-Point “Dollars & Sense Plan” for LA
1. Demand accountability
2. Get more efficient
3. Focus on collections and new revenues
4. Reform city contracting
5. Buy in LA
6. Encourage business and economic development
7. Prioritize
8. Plan & invest
9. Put city assets to work
10. Develop our human capital

BACKGROUND & HISTORY
Ron Galperin is an “attorney, business owner, and community leader.” He’s a member of his Bel Air–Beverly Crest Neighborhood Council, the President of the City of LA Quality and Productivity Commission and a member of the County of LA Quality and Productivity Commission. Ron served as Chair of the City of Los Angeles Ad-Hoc Commission on Revenue Efficiency (CORE) – formed in the spring of 2010 to evaluate and recommend improvements in collections, billing and new revenues. The first of the CORE reports that he authored, entitled: Blueprint for Reform of City Collections, identifies revenues and savings of up to $100 million annually through improved collection of non-tax receivables. In the spring of 2012, the Commission issued 8 additional comprehensive reports – 4 focused on Business & Economic Development and another 4 on Collections & Efficiencies. All together, they identify and detail the potential for additional combined revenues and savings of $100 million annually – with opportunities for up to $350 million in such additional revenues and savings annually.

JOB CREATION & ECONOMIC PROSPERITY
Ron has a detailed plan to address the city’s budget woes and his priorities are, “solving the City’s ongoing “structural deficit” – guided by principles of fairness and protections for our residents and workers; having the Controller take a more active role in budgeting and budget projections; adopting budgeting best practices seen in other cities and governmental entities, including: analysis and presentation of “net costs” associated with various governmental departments and functions, and consultation with both department heads and labor reps for their input and ideas.” Additionally, Ron will “focus on collections and new revenue – and put city assets to work; demand and cultivate accountability, quality and efficiency to achieve the best public services – including reform of city contracting; plan and invest in the future and infrastructure of LA – and encourage business and economic development.”

EDUCATION
Ron said, “The best way for a city to pay its bills and to grow is with good jobs and an attractive business and regulatory environment. And for this, of course, we need to strengthen our schools and invest in human capital. Protecting middle class jobs in LA is essential for ensuring that we do not become a city for only the very wealthy and the very poor.”

PUBLIC SAFETY
Ron said, “We must invest in fixing and improving our infrastructure: Transportation, parks, utilities, streets, sidewalks, bridges and more. This is essential to our City’s future and to our being prepared for inevitable emergencies.”

TECHNOLOGY
Ron wants to use new technologies to improve the City’s efficiency in monitoring outstanding debts owed to the city for unpaid fines, fees, taxes, etc.

FUN FACTS
Ron is a lyric tenor and a Cantor.

ENDORSEMENTS
Former LA Controller Laura Chick, Insurance Commissioner State of California Dave Jones, Former LA Controller Rick Tuttle, Former Chief of Police and Current LA City Councilman Bernard Parks, The Democratic Party of the San Fernando Valley, The North Valley Democratic Club, the New Frontier Democratic Club in South LA

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DENNIS P. ZINE
Los Angeles City Councilman

POLITICAL PARTY
A registered Republican until 2009, now considers himself an Independent. Previous voter guides have listed Dennis Zine as a “Republican.”

PLATFORM
Dennis said, “As your next City Controller, I’ll be an independent fighter who will eliminate waste, fraud and abuse and protect the taxpayers and residents of Los Angeles.”

BACKGROUND & HISTORY
A tried and true Angeleno, Dennis was born, raised and educated here and is still an LAPD reserve officer. He currently represents LA’s 3rd City Council District and serves on several committees including as Chairman of the City Council’s Audits & Governmental Efficiency Committee.

JOB CREATION & ECONOMIC PROSPERITY
Worked within the 3rd District communities to attract new businesses and develop quality housing. Dennis believes the city needs a “tough controller to navigate the tough fiscal climate”. He helped build a new West Valley Police Station, new Woodland Hills fire station, 4 new libraries and the renovated Topanga Plaza. Recently he supported the Village at Westfield, a project that will generate new sales tax revenues and create thousands of new jobs. He also has worked to support the $3 billion modernization of LAX and backed critical traffic-relief transportation projects.

EDUCATION
Dennis served on many education committees, where he helped review matters related to city schools, such as determining the location of new schools and coordinating interaction with the LAUSD. He is active with afterschool programs and Neighborhood Council governance, and works to raise public involvement in city government, or as he calls it “general civic participation and empowerment initiatives.”

PUBLIC SAFETY
As a former police officer, Dennis takes public safety issues, as you would imagine, seriously. He is an advocate for using new technologies, like cameras, as tools to fight crime. Additionally he supports bulldozing buildings that are abandoned, not only because they are “eyesores” but also because they invite graffiti and other criminal activity. Dennis established the 3rd District P.O.S.S.E. (People Organized for a Safe Secure Environment). Unlike the Wild West, this posse consists of over 400 community members trained by our city to rid neighborhoods of graffiti, abandoned cars, potholes, unkempt properties and illegal sign postings. Dennis introduced a motion into City Council to amend Special Order 40 to allow LAPD officers to notify federal immigration officials of known gang members in the country illegally. Additionally, if a known gang member is arrested and found to be undocumented, an immigration hold will be placed on him until he can be released to Immigration & Customs Enforcement.

ENVIRONMENT
Dennis supports using reusable bags and limiting the use of plastic bags.

TECHNOLOGY
Worked as city councilman to install mobile cameras to combat property crime across his district.

TRANSPORTATION
Successfully fought to secure a parking structure for the East/West Orange Line to encourage people to use it. No plan for increased public transit.

FUN FACTS
Is Britney a constituent of CD3? If, so, her Council Member has got her back. In 2007, Dennis proposed a law named after the oft-troubled pop singer: the “Britney Spears” Law would ensure a safety zone for celebrities against paparazzi. Also he voluntarily took a 10% pay-cut to show he’s committed to fixing the City’s budget troubles.

ENDORSEMENTS
A handful of different police associations, Mayor Antonio Villaraigosa, DA Steve Cooley, City Attorney Carmen Trutanich, LA County Sheriff Lee Baca, U.S. Congressmen Tony Cardenas and Brad Sherman, and Councilmembers Jose Huizar, Herb Wesson, Eric Garcetti, Tom LaBonge, Mitch Englander, Bill Rosendahl and Ed Reyes.

SOURCES
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www.zinein09.com
http://www.lacity.org/council/cd3/
CARY BRAZEMAN
Local Company Executive

POLITICAL PARTY
Democrat

PLATFORM
Improved monitoring and delivery of core services throughout Los Angeles by eliminating wasteful spending; improving cost controls and collections; reviewing key contracts to make sure the terms are good for the city and don’t reward overspending or inefficiency; analyzing whether the City is maximizing the value of its various assets, including its portfolio of City-owned real estate; and studying the feasibility of a modified borough system as an alternative governance approach to improve core service delivery, infrastructure, and amenities. (His vision - the borough of Echo Park?)

BACKGROUND & HISTORY
Cary has been involved in local movements to encourage responsible growth and development that respects neighborhoods, green space, mass transit, and affordable housing across Los Angeles. He is a “community leader”, neighborhood council member and small business owner, the founder of the community group LA Neighbors United, a member of the board of directors of Friends of the Los Angeles River, and Cary would be the first openly gay official elected citywide in Los Angeles.

JOB CREATION & ECONOMIC PROSPERITY
Cary supports education and infrastructure to create jobs and generate revenue. Cary believes that Los Angeles should have the best paid workforce it can afford, with employee benefits that are reasonable and sustainable. Cary will work to fix broken systems that penalize LA residents and businesses. For example, he’ll look at every step in the process to open a new restaurant in LA. He’s got questions like, “Why does it take 18 months?” (That’s a really good question.) He’ll recommend streamlining the process to shorten the curve. (In fact, permit reform will one of his top business priorities.) As the City Controller, Cary would advocate for multi-year and performance-based budgeting.

EDUCATION
Cary supports fair access to a good education for all children and adults, and investing in programs that empower at-risk youth.

PUBLIC SAFETY
One of Cary’s top priorities is ensuring a safe community for all residents. He released a citizen’s audit of fire response time in 2011, showing that response times were slow and must be improved.

EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
Cary supports advancing city and county policies to provide equality for all people and prohibiting discrimination based on race, color, religion, national origin, sex, sexual orientation, gender identity or disability.

ENVIRONMENT
Cary supports investing in green jobs and clean and renewable energy, as well as creating and enforcing policies to protect the environment. He believes that a healthy and more sustainable Los Angeles is possible.

TECHNOLOGY
Cary will seek to implement new technology that can better track and monitor the city’s permitting system and provide citizens a more transparent online database of city spending so the average citizen can see where money is being wasted. “Every dollar of waste we uncover is a dollar that could fix a linear foot of broken sidewalks,” Cary says.

TRANSPORTATION
Cary would like to improve reliable and cost-effective transportation system that includes cars, trains, buses and bicycles. Cary supports expanding the City’s Metro system, including the “Subway to the Sea.”

FUN FACTS
Cary was named after Cary Grant.

ENDORSEMENTS
U.S. Representative Diane Watson, Rev. Dr. Cecil “Chip” Murray, Brad Parker (President, Valley Democrats United, Thomas Watson (Co-Founder, Love Honor Cherish), along with dozens of local community leaders.

SOURCES
http://www.carybrazeman.com
Campaign Literature
MEMBER OF THE CITY COUNCIL, DISTRICT 1

JOSE A. GARDEA
Councilmember’s Chief Deputy

POLITICAL PARTY
Democrat

PLATFORM
• Continuation of a strong delivery model of constituent services given our budget issues
• Ensuring that budget accountability is maintained
• Neighborhood protection, using land use powers to ensure our neighborhoods are protected and that residents are part of the planning process for any type of development.

BACKGROUND & HISTORY
Jose was born in and grew up in the MacArthur Park area of Los Angeles, and has 20 years experience in the community of Council District 1. He has worked under two Council Members, Mike Hernandez in 1991 and was the chief of staff for outgoing Council Member Ed Reyes starting in 2001. This would be his first elected office.

JOB CREATION & ECONOMIC PROSPERITY
Jose proposes creating a one shop stop to increase the ability of mom and pop businesses to open up: a single space where new business owners could come and get the required licenses and permits. He wants to use planning and land use laws similar to the way they are used in Highland Park to improve the conditions of all of District 1.

PUBLIC SAFETY
Serving as a community organizer and on Ed Reyes’ staff Jose was involved in directing money to opening police and fire stations in underserved sections of his city. He also takes credit for Los Angeles’s first Gang Injunction (banning a group of people from certain behaviors) in the Pico Union area. He partly attributes the crime problems in the area to the Northeast police division (which covers CD1) being too large and has proposed “having a discussion... and perhaps making it smaller.”

ENVIRONMENT
Jose worked on the Los Angeles River Master Plan during his time at Ed Reyes’ office. He has made it a part of his platform pledging to continue to support the plan to preserve and refresh the river. As he told the Mount Washington Association, “It’s a long-term effort that will require resources and patience. I’m committed to making sure that moving forward the city will continue to be a strong partner in developing the river.”

TRANSPORTATION
Jose is against the 710 project to create a tunnel linking the 710 to the 210, and he would seek to stop it, as he believes it’s badly designed and will only provide temporary relief to the freeway at the expense of the surrounding communities. Gardea strongly supports bike routes and would seek to hasten the implementation of the LA Bike Master Plan. One of his more controversial proposals is creating diagonal parking on North Figueroa, reducing space for traffic but increasing parking – all in an attempt to make the street more of a Destination.

OTHER POSITIONS/TOPICS
Medical Marijuana: “As currently distributed, I am against it.”

FUN FACTS
According to his Facebook profile, his favorite books are, “This Blinding Absence of Light, No One Writes to the Colonel, and everything from John Steinbeck.”

ENDORSEMENTS
Councilmembers Ed P. Reyes, Jose Huizar, Joe Buscaino, Mitch Englander, & Dennis Zine, Congressman Tony Cardenas, State Senator Alex Padilla, Assembly Members Jimmy Gomez, Felipe Fuentes & Raul Bocanegra, North East Democratic Club, various labor orgs, small business owners from the area, and a few small donations from corporations (e.g. Clear Channel)

SOURCES
http://highlandpark-ca.patch.com/articles/candidate-jose-gardea-answers-questions-at-mount-washington-association-meeting  
http://josegardea2013.com/
GILBERT CEDILLO
California State Lawmaker

POLITICAL PARTY
Democrat

PLATFORM
- Public transportation: focus on highway congestion
- Getting Los Angeles back to work
- Environment: preserving open spaces and parks
- Public safety: increase vocational training as a way to combat crime
- Healthcare: fully implement the Affordable Care Act in LA with any gaps in coverage offset by local programs
- Support of immigrant rights

BACKGROUND & HISTORY
Gil Cedillo grew up in Boyle Heights as the son of mechanic father and a garment worker mother. His father was in the United Steelworkers of America. He attend public school in Los Angeles where he met and became close friends with Antonio Villaraigosa. He attended UCLA for college and attended an unaccredited Law School. He has not passed the bar.

He started working for the Service Employees International Union, as general manager, before entering politics. He got elected to the California State Assembly in 1998. He was the author of the California DREAM Act and expanding healthcare. He ran for a Federal Congress seat in 2009 but lost to Judy Chu. He currently represents the 45th District of the California State Assembly.

JOB CREATION & ECONOMIC PROSPERITY
Gil Cedillo has stated that Job Creation will be his major focus. Specifically he seems to be focusing on job training initiatives in his statements on the website. His background is representing the SEIU and he has a good track record of being involved with efforts to keep union rights. He routinely gets a 100% on the California Federation of Labor Scorecard.

During the 2009 Budget talks he was against austerity measures and more in favor of public spending in order to keep employment high. “We must act to stop the IOUs, to restart construction projects, and to halt the layoffs of any additional workers.

In addition, in order to invigorate the economy he wants to seek revenue neutral tax reform. He believes LA gets a disproportionate amount of income from licenses and fees for starting business and he believes this is a regressive system. He wants to simplify the Tax Code and close loopholes while not adjusting revenue levels.

EDUCATION
In his position statements he states that he is pro vocational training and expanding educational opportunity. He has heavily supported the California Dream Act and other opportunities for immigrants to attend school.

PUBLIC SAFETY
In his positioning statements Gil has come out in strong support for Comstat (Check out Season 3 of the Wire if you aren’t sure what that is) and analytical methods. In the past he has generally supported bills that prohibit extensive sentencing, and he voted Yea on SB1449 to reclassify Marijuana as a misdemeanor (as opposed to a felony). Gil wants to work with local business to create a path to employment out of poverty, and as a deterrent to crime.

EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
His main focus on human rights is the protection of undocumented immigrants. His voting record solidly supports for gay rights and protection of human rights. He voted to support AB2654 which increased the anti-discrimination language in law to include sexual orientation and disability.

ENVIRONMENT
In the state senate he has a strong track record of voting with most environmental issues. He also proposes green job training as a way to help increase employment. However he has no specific policy proposals stated for this election. His opponent Gardea likes to bring up the fact that he didn’t take a vote on California’s landmark Global Warming Solutions Act (AB 32).

HEALTHCARE & SAFETY NET
Gil Cedillo has focused on supporting access to healthcare for low income families. He has already voted in the state assembly to enact the health care exchanges mandated by the Affordable Care Act. He has stated we need to strengthen local health care for the gaps in the bill. In the past he has voted for bills such as SB32 which extended health care coverage to low income families.

TRANSPORTATION
Gil wants to invest heavily in alleviating congestion and traffic with the rationale that traffic is a productivity loss for Los Angeles and minimizes business opportunities. He supported the sales tax increase to support the LA County Metro Public
Transit system. However his main goals seem to be around alleviating traffic through continued road construction such as the completing the 710 freeway.

IMMIGRATION REFORM
As we’ve mentioned, Gil has been heavily in favor of immigration reform. He has a strong record for providing pathways to citizenship and protecting immigrant rights. He is known in the state senate as One Bill Gil for his authoring of AB2189 which allowed undocumented immigrants to get drivers licenses. According to his website “Gil Cedillo believes that being an Angeleno is a choice, a frame of mind, and a way of life, and that we should be welcoming to those who want to make that choice, because everyone in this city had somebody in their family who made that choice.” (Choice words, Gil.)

FUN FACTS
Gil was arrested during a protest at LAX in 2006. He and 200 others blocked Century Boulevard to support the right to Unionize at LAX hotels.

ENDORSEMENTS
Los Angeles Sheriff Lee Baca, Los Angeles City Attorney Carmen Trutanich, Los Angeles Area Chamber of Commerce, Los Angeles Councilmembers Richard Alarcon, Paul Koretz, Councilmember Bill Rosenthal, Tom LaBonge, Herb Wesson, Bernard Parks, aaaaannd.... Armando Barragan, of Barragan’s Mexican Restaurant!

SOURCES
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http://votesmart.org/bill/7947/22162/1462/metro-sales-tax-increase#.UPPRb6FxfFk
http://lacountygreen.wordpress.com/category/state-senator-gilbert-cedillo/
http://show.simplesend.com/ (Candidate’s website)
http://votesmart.org/public-statement/415530/cedillo-calls-for-compromise-on-budget-sound-economics-not-sound-bites#.UPO-mKFxfFk
http://josegardea2013.com/home/
MEMBER OF THE CITY COUNCIL, DISTRICT 3

JOYCE J. PEARSON
Certified Accountant/Attorney

PLATFORM
• Keep local control over local government.
• Prioritize our tax spending for better police and fire protection
• Begin the process of establishing a Valley school district.

In addition, Pearson stands for protecting taxpayers, promoting businesses, improving quality of life, and safe neighborhoods.

BACKGROUND & HISTORY
Her background is in work as an attorney and CPA in the west valley of Los Angeles. Graduated Florida State University with a B.A. in Accounting. Graduated Southwestern University School of Law in 1986. Is a member of the State Bar of CA and the Cal State Board of Accountancy. Her law firm in Woodland Hills focuses on estate, trust and probate administration; entity planning and representation before most government authorities.

JOB CREATION & ECONOMIC PROSPERITY
"Protecting taxpayers" and promoting business are two of her primary campaign issues.

EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
Her husband Terrance P. Coates is a retired police officer and a decorated Disabled Veteran. She was active in advocating to keep the full medical facility open of the Sepulveda VA and joined demonstrations to object to other related cuts.

ENVIRONMENT
She wants to invest in parks in the 3rd District.

TRANSPORTATION
Joyce has a plan to relieve traffic in the West Valley:
• Clean up traffic congestion and promote reliable, convenient and affordable public transit
• Serve as a traffic facilitator and mediator to drive the Department of Transportation into making corrections: strategically placed stop signs, speed bumps, etc.
• Coordinate traffic lights to improve traffic flow

• Demand a subway from the west valley to the west side of Los Angeles
• Return the landscaped medians to our Boulevards

FUN FACTS
She and her husband share a love of dogs.

ENDORSEMENTS
National Women’s Political Caucus of California, San Fernando Valley Caucus; Elected Officials - Olivia Valentine, Councilmember, City of Hawthorne; Neighborhood Councilmembers - Sherman Gamson, Encino Neighborhood Council, Dr. Albert J. Saur, Woodland Hills Neighborhood Council, various Business & Community leaders

SOURCES
http://www.joycepearson.com
http://www.smartvoter.org/2002/11/05/ca/la/vote/pearson_j/

STEVEN E. PRESBERG
City Investigator/Advocate

PLATFORM
According to Steven:
• Pension reform is a first priority if we are ever going to gain control of the city budget
• Political reorganization of the city government is necessary to eliminate functions either duplicative or best left to other levels of government.
• DWP ratepayers are entitled to not have their rates increased in order to allow for “pork-barrel” spending by the city

BACKGROUND & HISTORY
Steven is the senior policy analyst and counsel to the Los Angeles Elected Charter Reform Commission. He is also currently the executive director of the Office of Discrimination Complaint Review in the personnel department of the city of LA and the hearing officer for LA County. Steven is the former assistant deputy mayor in the administration of Mayor Richard J. Riordan. Prior to living in LA, Steven was in private law practice in NYC and previously served as acting city clerk and deputy city clerk of the City of...
New York; administrative law judge for the Human Rights Commission; deputy counsel for the Manhattan borough president; and an analyst for the city controller.

**JOB CREATION & ECONOMIC PROSPERITY**
Pension reform is his stated first priority. “Now consuming nearly 20% of our entire budget, our city pension costs must be reduced or it will ultimately consume us all. I would enter into talks with the city’s unions to try to reach an agreement. If no agreement is reached, I would introduce a charter amendment in the city council, and lead a drive for a public referendum if necessary.”

In addition, Steven states that upon election he would immediately ask the Coalition of City Unions to accept an arrangement whereby every city employee pays 10% of the cost of healthcare, saving between $20 and $40 million for LA. He would then begin to close certain “City departments and functions that are better left to the County”. Examples? Jails/detention facilities and Animal Services.

**PUBLIC SAFETY**
Supports the effort to increase and maintain a high level of uniformed police officers and will not support any city budget that reduces police patrol levels. “If neighborhoods are safe and free of crime then property values go up, tax revenues go up, business activity increases and everyone wins.” Steven also believes police resources are being put to waste by assigning too many sworn officers to administrative and clerical work rather than on patrol or “solving crimes.” Steven believes that the limited police resources should be used to solve murders, robberies, burglaries, and assaults.

**EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES**
Steven has been a longtime advocate for LGBTQ rights. In the 1990’s, Steven issued a ruling that businesses such as membership groups were illegally discriminating on the basis of sexual orientation if offers that were made to married couples were not made available to same sex couples. He was formerly an administrative law judge at the Human Rights Commission. Steven has experience serving in the mayor’s Office of Personnel and also the executive director of the city’s Office of Discrimination Complaint Resolution where he enforced state and local laws prohibiting discrimination in employment and worked with the city departments in supporting transgender employees.

**ENVIRONMENT**
When asked about climate change, here’s what Steven had to say to the League of Women Voters, “One thing we can commit to doing is to phase out our polluting vehicles, to be replaced over time with low/no emissions vehicles. Broaden categories for recycling to include most consumer packaging, paper, metal, aluminum, as well as bottles. Rather than burning waste into the atmosphere, we should study methods to create energy via waste in mass and portable mechanisms.”

**HEALTHCARE & SAFETY NET**
Steven supports medical marijuana and promotes Prop 215 - The Compassionate Use Act - which provides immunity under federal law for anyone engaging in the use, provision of, or other activity permissible under state law providing for medical marijuana.

**FUN FACTS**
Go to his website stevenpresbergforlacouncil.com to see a soundtracked slideshow of Steven shaking hands with attendants of a youth soccer game. It’s pretty awesome.

**OTHER POSITIONS/TOPICS**
Steven feels very strongly about not wasting scarce public funds and resources. He released a statement in August 2012 stating that Bob Blumenfield is wasting public resources by running for two offices simultaneously and that he should be barred from using any public funds raised to elect him to the Assembly to finance his council race.

**SOURCES**
http://stevenpresbergforlacouncil.com
http://www.smartvoter.org/2013/03/05/ca/la/vote/presberg_s/

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**CARY T. IACCINO**
Independent Business Owner

**POLITICAL PARTY**
Independent

**PLATFORM**
Cary Iaccino is primarily concerned with fiscal issues such as pension reform, opposing new taxes and creating a better climate for small businesses.
BACKGROUND & HISTORY
Cary owns a custom cars building business that he called a microbusiness. He has served on the Neighborhood Council as a board member and chairman.

JOB CREATION & ECONOMIC PROSPERITY
Even though Cary is concerned with helping small businesses he doesn’t connect that thought to job growth or a particular industry. He thinks the city needs something to replace the Community Redevelopment Agency’s (CRA) role of helping to create businesses.

FUN FACTS
Cary is cyclist and help found a group, Ride Reseda, that does weekly rides on Sunday mornings. He has also achieved the rank of Eagle Scout.

ENDORSEMENTS
None, says “A list of endorsers will be added shortly” on the website.

SOURCES
http://cary.la/
https://www.facebook.com/cary4council/info

BOB BLUMENFIELD
Assembly Member, State of California

POLITICAL PARTY
Democrat

PLATFORM
That’s not clear, but it’s definitely something Valley-centric, like all other district 3 candidates. But Bob is definitely promising to “launch the most far-reaching effort to identify and repair potholes and broken sidewalks the city has ever seen.” For someone running for two offices, there is not a lot out there about his positions.

BACKGROUND & HISTORY
Bob has been a CA State Assemblyman since 2008. He currently chairs a committee that oversees the state budget process. Prior to his role as Assemblyman, Bob worked as a staff member for politicians in the House of Representatives and U.S. Senate. He holds a BA in public policy from Duke University and graduated from the UCLA Anderson School of Business Executive Program. He is the former government affairs director for the Santa Monica Mountains Conservancy, founding member of the San Fernando Valley Veterans Day Parade Committee, former chair of the Valley Chapter of the Anti-Defamation League and former vice-chair of the California Trust for Public Schools.
OTHER POSITIONS/TOPICS
Bob is one of four current State Assemblymen to run for Council seat in Los Angeles. He was just re-elected as Assemblyman this past June, earning him the nickname “Two-job Bob” from an angry blogger/activist/former Daily journalist. It seems fairly common for politicians to run for multiple offices, especially since he is about to hit term limits in his current position. If Bob gets elected to City Council, they will have to hold a special election to fill his spot at taxpayer cost.

If elected, Bob plans to request that he serves on five City Council Committees: Planning & Land Use, Budget & Finance, Energy & Environment, Jobs & Business Development, and Transportation. (The reasons he provides for each committee that he wants to serve on are vague.)

Bob’s campaign field director and LA County Young Dems member David Meraz may have violated anti-spam laws as it appears he harvested email addresses from the LACYD email list to send an email blast from Bob’s campaign. A member of LACYD received this email entitled “LACYD and Bob want you,” clearly paid for by Bob’s campaign, even though she had never signed up for his list. That’s some shady campaigning.

SOURCES
http://votesmart.org/candidate/biography/104387/bob-blumenfield
http://www.bobforlacitycouncil.com/

ELIZABETH BADGER
Small Business Owner

PLATFORM
There is very little info on Elizabeth Badger. Her website has the following subcategories under issues: jobs, education, economic development, quality of life.

BACKGROUND & HISTORY
Elizabeth’s website says “Elizabeth Badger is CEO/Founder of Minority Outreach Committee, Inc. a nonpartisan non-profit 501(c)(3) organization designed to encourage and facilitate political, economic and social development within and between the minority and majority Los Angeles communities. An owner/office manager for a small family-owned business.” She is listed by the LA Times and city website as a small business owner. We can’t find a website for Minority Outreach Committee, Inc. or any information on her small business - they might be the same organization? She has a masters degree in political science. There is no information about her prior profession, although she states that she is active in her church and a number of charities.

EDUCATION
Pretty vague. Big plans, no details. She says on her website, “One of my first duties in City Hall is to ascertain what role the City Council’s Educational Committee should play in working with the school board to help our children meet the demands of this new 21st Century...We can no longer claim to be the most superior nation on earth; with an inferior educational system.”

PUBLIC SAFETY
Elizabeth intends to focus on quality of life issues by using social media to keep the community aware of changes going on with services. In addition, she wants to improve quality of life by ensuring there “enough” Police, Firefighters, and EMS services in the community.

ENDORSEMENTS
Congresswoman Diane Watson, mostly retired politicians and council members from other cities. She has the endorsement of the Los Angeles African American Women’s PAC.

SOURCES
http://www.elizabethbadger.com
https://www.facebook.com/ElizabethBadgerLA3/info
MEMBER OF THE CITY COUNCIL, DISTRICT 5

PAUL KORETZ
City Councilmember

POLITICAL PARTY
Democrat

PLATFORM
Re-elect Paul Koretz! But seriously, folks,
• Eliminating huge city budget shortfall without layoffs and service cuts
• Working to make Los Angeles the most environmentally protective city in the Country
• Fighting for neighborhood quality of life

BACKGROUND & HISTORY
Paul grew up in the council district in West Hollywood and graduated from Hamilton High School. In 1979 as an undergraduate at UCLA Paul founded the “Bruin Democrats.” In 1984, Paul supported the creation of the City of West Hollywood. He’s been an aid to then-Council Members Zev Yaro and Marvin Braude, chief of staff for Board of Equalization Member Brad Sherman, was both councilmember and mayor of West Hollywood from 1988 to 2000, then a member of the State Assembly from 2000 to 2006, executive director of the Jewish Labor Committee in 2008 and then LA city councilmember for the 5th District from 2009 until today. He seeks re-election.

JOB CREATION & ECONOMIC PROSPERITY
As Paul told the League of Woman Voters, “Working on budget matters, I will continue to fight against layoffs and to maintain city services, which are the two biggest issues facing the City. I will work to find revenues to make up the significant shortfall we have face every year since 2009 which is projected to be $220 million in 2013 and over $300 million in 2014. I will focus on finding more efficient and cost-effective ways of operating the city to ease our shortfall, as I have for the past 3 ½ years. The fact is that the budget crisis that the City has been in for the past few years has compounded every other issue we have. Through my committee assignments as Chair of Audits and Government Efficiency as well as being a member of Budget and finance, I have worked on this problem with smart decisions and consensus building to save the taxpayers money while maintaining city services.”

PUBLIC SAFETY
During his time on the West Hollywood City Council Paul played a major role in a city-ban of semi-automatic rifles which built momentum for a statewide ban. He also sponsored an ordinance limiting handgun purchases to one gun a month in order to cut the resale of guns on the black market.

ENVIRONMENT
Ed Begley Jr. (environmental leader/Arrested Development’s Stan Sitwell) has publicly endorsed Paul.

Here’s what he told the League of Women Voters, “As climate change is the most pressing problem facing our planet, in addition to pushing for stronger state and federal action, I will continue to press the Los Angeles Department of Water and Power (LADWP) to move as quickly as possible off of coal power and onto renewable energies and to not make long-term commitments to gas power. I was the first LA City Councilmember to support the Sierra Club’s Beyond Coal campaign, calling to get the city off of coal power by 2020. I also seconded and strongly supported the city’s new exclusive waste hauling franchise system, which will, among many other environmental benefits, move all waste-hauling trucks from dirty to clean fuel, and reduce their mileage travelled. I will not stop my advocacy until the City of Los Angeles is 100% committed to, and moving rapidly towards, a clean energy future. Towards that end, I recently introduced a motion calling for the installation of solar panels on city buildings and parking lots as part of LADWP’s new Solar Feed in Tariff program.”

FUN FACTS
Paul was the owner of an American historical and political memorabilia distributor that was one of the country’s largest for several years but we are not exactly sure what it means. Sadly, there are no examples on his Facebook page.

ENDORSEMENTS

SOURCES
http://www.smartvoter.org/2013/03/05/ca/la/vote/koretz_p/
http://www.paulkoretz2013.com/
http://en.wikipedia.org/wiki/Paul_Koretz
MEMBER OF THE CITY COUNCIL, DISTRICT 7

FELIPE FUENTES
California State Legislator

POLITICAL PARTY
Democrat

PLATFORM
Felipe Fuentes’ platform could not be found online at the time of our research. His website only linked to a page to enter credit card information to contribute to his campaign. When running for State Assembly in 2008, he emphasized: access to healthcare, public education, public safety, economic development and immigrant rights.

BACKGROUND & HISTORY
After his B.A. at UCLA and M.B.A. at Pepperdine, Felipe began his career promoting immigrant and children’s rights at the Center for Human Rights and Constitutional Law. In 1999, Felipe began serving the 7th council district of Los Angeles as a field deputy to then City Councilmember Alex Padilla. In 2001, he was appointed Deputy Mayor of the San Fernando Valley. Felipe managed the Mayor’s Office of the Neighborhood Advocate, Volunteer Corps, Constituent Services, and the Targeted Neighborhood Initiative. He was the Mayor’s liaison to the Department of Neighborhood Empowerment, Animal Services, and the Department of Building & Safety. He worked to help bring the first new police station to the San Fernando Valley in twenty-five years, and to create effective anti-gang programs.

FUN FACTS
In 2010, the LA Weekly and others wrote articles claiming that almost half of the many bills Felipe sponsored/introduced were ghostwritten by PACs and special interest groups, and because of this (coupled with his lack of ability to often interpret the tenets of the bills he sponsors) has been dubbed in several news sources as the “worst legislator in California.”

ENDORSEMENTS
He leads this race in terms of funds raised despite (at the time of our research) having no campaign materials readily available online.

91.4% of Felipe’s contributions come from outside his district, mostly from Sacramento, which can indicate who is interested in seeing him elected. He receives the mainstay of his funding by interests from trade unions, pharmaceutical producers, and insurance corporations.

Endorsers include LA City Council Members Reyes, Zine, Huizar, & Englander, Mayor Villaraigosa, U.S. Congressman Tony Cardenas, State Senator Alex Padilla, Wendy Greuel, The LA Police Protective League, United Firefighters of LA City, LA County Federation of Labor & other Labor orgs, LA County Democratic Party, law enforcement and firefighter groups.

SOURCES
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http://articles.latimes.com/2012/sep/01/local/la-me-teacher-eval-bill-20120901
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MEMBER OF THE CITY COUNCIL, DISTRICT 9

TERRY HARA
Deputy Police Chief

PLATFORM
• Top priority = public safety.
• Next = a focus on efficient operations of city departments by getting the budget back in order and ensuring efficient delivery of services.
• After that = business development.

BACKGROUND & HISTORY
Currently a Deputy Police Chief, Terry Hara holds a B.A. from National University, and is a graduate of the Senior Management Institute for Police Program from the Police Executive Research Forum at Boston University. He has won the Outstanding Achievement Award in Law Enforcement by the Association of Black Law Enforcement Executives, the Spirit of Los Angeles Award, and the Local Heroes Award by KCET and Union Bank.

JOB CREATION & ECONOMIC PROSPERITY
Terry believes that job creation begins with “job training and programs to give youth the experience that they need to compete in the global economy.” While with LAPD, through the Weed and Seed program, he was intimately involved with bringing in resources to teach job readiness skills, worked with placement agencies, and coordinated education programs at neighborhood churches, schools and training centers. He also wants to hire a Business Development Liaison Deputy to seek out businesses and job opportunities for the constituents of CD9.

EDUCATION
Terry doesn’t have any specific education policy to offer, but he does say this, “Schools should be a safe haven for our children to learn and thrive. First and foremost, we need to keep guns and other lethal weapons off campus. Second, we need to make sure that our students have safe passages to school. Getting to and from school should not be a dangerous ordeal for young people in our communities.”

PUBLIC SAFETY
Given his law enforcement background, Terry will continue to make public safety his top priority. He claims on his website that, “no other candidate has the experience or expertise in law enforcement. No other candidate knows what it takes to keep our community safe.”

FUN FACTS
During Asian Pacific Heritage Month, Terry was named a Local Hero by KCET - for, among other things, being the first Asian American to be awarded the rank of Commanding Officer of the LAPD’s Personnel and Training Bureau.

ENDORSEMENTS
Steve Cooley, LA County District Attorney
Noreen McClendon, ED of Concerned Citizens of South LA
Juan Aquino, Program Director for LIFT

SOURCES
http://terryharaforcouncil.com/
http://terryhara.com/

CURREN D. PRICE, JR.
State Senator/Professor

POLITICAL PARTY
Democrat

PLATFORM
• Job Growth
• Affordable Housing
• Reducing recidivism in the criminal justice system

BACKGROUND & HISTORY
Born and raised in LA, Curren attended Morningside High School in Inglewood and earned a scholarship to Stanford University where he graduated with a Bachelor of Arts degree in political science. He studied law at Santa Clara University and graduated in 1976 with a JD. He worked in the private sector until 1999 when he served as a deputy to two members of the LA City Council, and has served twice on the Inglewood City Council. He was elected to the California Assembly in 2006 and reelected in 2008, and then elected to the State Senate in 2010. He currently serves on the following State Senate standing committees: appropriations, banking, finance and insurance, education, and public safety.
Over the past three years, he has been awarded “Legislator of the Year” by the University of California Student Association, the West Basin Municipal Water District and the Southern California Apartment Owners Association.

For someone who has been in public service so long, there is surprisingly little information available about him.

**JOB CREATION & ECONOMIC PROSPERITY**

If elected, Curren pledges that local hiring goals during the construction and operation of the proposed football stadium at LA Live and the “Village” at USC will be achieved or exceeded. He also wants to ensure that programs that offer technical and financial assistance to support business development and procurement efforts are measurable and targeted to businesses capable of creating real jobs.

**HEALTHCARE & SAFETY NET**

On his website, he points to the “paucity” of affordable housing in the 9th District. For Curren, that means that “resources must be focused on creating new affordable housing, along with the preservation of existing affordable housing stock. My pledge is to work with for-profit and non-profit housing developers and community activists to create projects that reflect single housing and multi-family needs. We must provide housing that is near public transportation, close to jobs and that contributes to making the New 9th sustainable and prosperous. I will find the manpower to clean up our streets and neighborhoods and remove blight to create a community that residents are proud to live in.”

**FUN FACTS**

In 1967, Curren was elected the first black student body president in the history of Morningside High School.

**ENDORSEMENTS**

Congresswoman Diane Watson (Ret.)
Congresswoman Karen Bass
Congressman Tony Cardenas
Congresswoman Gloria Negrete McLeod
Congressman Juan Vargas
Los Angeles County Supervisor Mark Ridley-Thomas
Los Angeles City Council President Herb Wesson

**SOURCES**

http://www.currenpricejr.com/citycouncil/
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**RON GOCHEZ**

Teacher

**POLITICAL PARTY**

A self-described socialist

**PLATFORM**

Fight against poverty, education, community unity, fighting police corruption, community pride, immigrant rights, infrastructure repair, affordable housing

**BACKGROUND & HISTORY**

Social studies teacher at Santee High School. Graduated from San Diego State University and earned his masters at UCLA. Proud member of United Teachers of Los Angeles (UTLA). Vice president of the South Central Neighborhood Council and leading member of multiple community based organizations.

**JOB CREATION & ECONOMIC PROSPERITY**

Ron fights against poverty and is for union jobs, living wage jobs, improved worker standards and safety, training programs, etc. Will fight to bring investment to the community which is often forgotten or ignored. Infrastructure repair – fix our streets, repair street lights, convert abandon buildings to community centers, community gardens, increase scrutiny against irresponsible landlords.

**EDUCATION**

Supports a fully funded public education system and African-American and Latin American Studies courses. Opposes budget cuts, school closures and the privatization of education! (His emphasis!)

**PUBLIC SAFETY**

Wants to build a stronger relationship for everyone in CD 9 but primarily between the African-American and Latin-American community. Wants to fund youth programs to prevent gang violence, and drug use. Will work to fight police corruption and calls for the creation of an ELECTED (again, his emphasis) Citizen Oversight Committee to fight racial profiling and the targeting of communities of color. Calls for a stop the 30-day vehicle impounds of undocumented (im)migrants. And, finally, he wants to build Community Pride – through neighborhood beautification programs, youth and elder programs, murals, arts, park, and trash cans throughout community. (Pretty ones we suspect?)
EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
Ron would fight to defend all people of CD 9, including undocumented migrants and immigrants. Support of Full Legalization for all. Push for a moratorium on ICE raids and deportations in the City of LA. Affordable Housing – create stronger rules to protect tenants rights, force building owners to repair faulty buildings faster and advocate for the thousand of homeless people who live in our district.

FUN FACTS
Not so fun: Some anti-Ron sources say Ron is an anti-Semitic and pro reconquista activist, anti-American, Mexican revolutionary occupation organization, self-proclaimed Marxist. Also, he calls for a Mexican revolt in the U.S.

ENDORSEMENTS
He has no “Banker, Status-Quo Politicians, Corporations or Developer endorsements,” and he is damn proud of that. However, he is endorsed by Anak Bayan, LA Associations of Raza Educators, Bail Out the People Movement, Black Is Back Coalition, Chicano/Latino Artists for Social Equality, National La Raza Unida Party, and more...

SOURCES
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http://www.youtube.com/watch?v=kqPukQsLvo
latimes.com/news/local/la-me-9th-district-election-20130223,0,4177104.story

ANA CUBAS
Councilmember’s Chief Deputy

POLITICAL PARTY
Democrat

PLATFORM
There’s not that much out there on Ana. In her words, she is a leader with a strong work ethic and is running for office to create a movement of young leaders with a focus and positive vision for CD9. “I will work for more jobs, safer streets, and better schools. And I will make sure that the roads are paved, graffiti is painted over, abandoned cars are picked up, and more libraries and parks are built.”

She wants to:
• Reform the budget
• Improve our transportation and city infrastructure, such as streets, sidewalks, and parks
• Jobs and economic development, including investment in urban areas

BACKGROUND & HISTORY
Began her public policy career by working for the US Department of Education and then California Legislative Analyst’s Office. Worked for LA City Councilmember Jose Huizar, Youth Policy Institute, LAUSD School President Jose Huizar. Attained a Master’s Degree in Public Affairs/Urban and Regional Planning at Princeton University. She also attended UC Berkeley, gaining a B.A. with the Highest Honors in Sociology.

JOB CREATION & ECONOMIC PROSPERITY
For Ana, the single most important issue facing the city of Los Angeles is the budget deficit. Job creation will revitalize the city and stabilize the use of city’s services. She plans to attract green tech industries and create a stable partnership to allow for the economy of CD9 to thrive.

EDUCATION
Nothing stated except that she used to work on LAUSD under School Board President Jose Huizar.

ENVIRONMENT
Ana is interested in creating green jobs and improving parks.

TECHNOLOGY
Ana is interested in bring in Green Tech companies to create job opportunities.

TRANSPORTATION
She just mentions improving streets and sidewalks.

FUN FACTS
Ana would be the first Salvadoran-American to serve on LA City Council. She was arrested with other SEIU members on the biggest travel day of the year (Thanksgiving) because their permit expired and still chose to block the busy intersection. The union was protesting Aviation Safeguards, which they say illegally broke a contract.
ENDORSEMENTS
Los Angeles City Councilman José Huizar, 14th District
Former LA Councilwoman Rita Walters, 9th District
Congresswoman Linda Sanchez
Honor PAC – advocacy organization to promote civil rights
and civic engagement of Latino LGBT individuals and families.

SOURCES
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http://www.smartvoter.org/2013/03/05/ca/la/vote/cubas_a/questions.htm
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DAVID ROBERTS
Community Development Advocate

PLATFORM
Economic development in South LA, increased focus on
education, and community development through public
projects.

BACKGROUND & HISTORY
David Roberts was born and raised in Los Angeles. From
1998 to 2009, he worked directly with the City Council on the
staffs of Mark Ridley-Thomas and Bernard C. Parks. Before
he ran for office, David worked at USC’s government relations
office, where he “learned the ins and outs of City and County
governments, helping with matters of local policy, planning,
construction, regulation and legislation for major projects
involving the college.”

In 2009, the Los Angeles Neighborhood Initiative honored
him with their Outstanding City Partner Award. He was also
named an Emerging Leader by the American Marshall
Memorial Fellowship.

JOB CREATION & ECONOMIC PROSPERITY
David is pro-job creation and pro-economic prosperity.
Robert’s strategies for these include modernizing
infrastructure and vocational skill training.

EDUCATION
David is committed to fostering better educational
opportunities for people of all ages. According to his website,
David has extensive experience with education in LA: prior to
running for office, he worked for USC’s government relations
office, where he interacted with local government to develop
numerous projects for the college.

PUBLIC SAFETY
David has a “strong track record of public projects designed to
keep kids of the street.” During his time working for the city,
he helped oversee over 2 billion dollars of urban development
including new libraries, skateparks, museums, restaurants,
parks and businesses.

FUN FACTS
For better or worse, there is absolutely nothing fun about
candidate David Roberts.

ENDORSEMENTS
Pastor Grover Durham
Francisco Flores
Edgar Hernandez
Councilmember Joe Buscaino
Former boss: Councilmember Bernard C. Parks
Central City Association (CCA)

SOURCES
The only readily available information about David Roberts comes from
his own website: http://www.davidrobertsforcouncil.com

MIKE DAVIS
California State Assemblyman

POLITICAL PARTY
Democrat

BACKGROUND & HISTORY
California Assemblyman representing the 48th district. Chair
of arts, entertainment, sports and internet media committee.
Also served as District Director for Congresswoman Maxine
Waters. Mike earned his Bachelor’s Degree in history from
University of North Carolina at Charlotte. Masters of Public
Administration Degree from California State University at
Northridge. Masters of Arts Degree in Behavioral Science with a concentration in Negotiations and Conflict Management from Cal State Dominguez Hills, and he Completed innovation in Governance Program at the JFK school at Harvard University.

Mike has received numerous awards for his years of public service, including: 2012 Leadership Award, Los Angeles County Association of Black County Administrators; 2009 Outstanding Legislator, California State Sheriff’s Association; and 2009 Legislator of the Year, California Association of Veteran Services Agencies.

**JOB CREATION & ECONOMIC PROSPERITY**
Public utilities procurement for minority owned businesses, career technical education, elder and dependent adult abuse, notaries public, gasoline dispensing; weight and measures, vandalism penalties; community service, Political Reform Act of 1974: electronic filing, and military service job protection, student athletic contracts, gang injunctions, public service recognition week, multifamily housing for veterans, arts education month, long-term health care facilities: admission contracts, and firearm permits policy.

**PUBLIC SAFETY**
With his strong belief in murals and other public art, he crafted AB 2609 that made it mandatory for a court to order that a defendant convicted of graffiti vandalism had to clean up or repair the property that they had damaged. He helped craft AB 327, the much needed Three Strikes Reform legislation (requiring the third conviction to be a serious or violent felony in order for a defendant to receive an enhanced sentence), and helped to write AB 2632, a bill that said that disobedience of a the terms of a gang injunction constitutes contempt of court and is punishable as a misdemeanor. He is also responsible for AB 1363 - Firearm Permits, which clarifies existing law relating to concealed firearms by stating that concealed firearm permits only apply in the county of issuance and makes non-substantive changes such as substituting the term “handgun” for “pistols, revolvers, or other firearms capable of being concealed upon the person.”

**EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES**
Assemblyman Mike made history when Governor Jerry Brown signed his bill AB 420 (Redistricting) ending prison gerrymandering in California. Mike has also developed both a Korean Advisory Council and Latino Advisory Council in the 48th District.

**ENVIRONMENT**
Acquired the Governor’s signature on his bill AB 868 which requires the California Energy Commission to do a one year study of the temperature of fuel at the pumps to determine if Californians are getting all of the gas they are purchasing. (That’s the best enviro thing we could find, we know it’s a stretch.)

**HEALTHCARE & SAFETY NET**
Wrote legislation on Veterans Cooperative Housing and Home Loan Provisions. He also created ACR 133 - Black Barbershop Health Outreach Month, which recognized May 2008 as “Black Barbershop Health Outreach Month” and encouraged outreach on health disparities at all barbershops throughout California.

Last year he proposed AB 1950 - Real Estate Fraud Protection, that would extend the statute of limitations from 1 to 3 years on violations connected w/ foreclosure-related scams.

**ENDORSEMENTS**
Supported by many assembly members and state senators in the state of California including Yvonne Burke, Maxine Waters, Gil Cedillo, Carol Liu, & Fran Pavley. He’s also endorsed by LA City Councilmembers Koretz and Zine, the New Frontier Democratic Club and Operating Engineers.

**SOURCES**
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http://smartervoter.org/2006/06/06/ca/state/race/caasm48d/
MEMBER OF THE CITY COUNCIL, DISTRICT 11

MIKE BONIN
Councilmember’s Chief Deputy

POLITICAL PARTY
Democrat

PLATFORM
• Advocating for our neighborhoods and better city services, such as police and fire protection, improved streets and sidewalks, and clean parks.
• Building mass transit, like the Expo Line, and alternative forms of transportation (community shuttles, bike lanes) to reduce traffic gridlock.
• Creating good-paying smart jobs in the Silicon Beach sector and using technology to make government smarter, more efficient, and transparent.

BACKGROUND & HISTORY
Mike has served as Chief Deputy for Councilmember Bill Rosendahl since 2005. In 2003 and 2004, Mike served as district director for U.S. Congresswoman Jane Harman. Before that, he worked for seven years for former City Councilmember Ruth Galanter, serving as legislative deputy, district director, and deputy chief of staff.

A longtime resident of Venice, Mike now lives in Mar Vista with his partner, Sean Arian, a policy expert in economic development and green jobs creation. Mike is a member of St. Monica’s Church in Santa Monica. A former newspaper reporter, Mike graduated from Harvard University in 1989 with a B.A. in United States History.

Mike currently serves on the advisory boards of the Los Angeles Alliance for a New Economy and Inside Community Arts.

JOB CREATION & ECONOMIC PROSPERITY
Working for Rosendahl, Mike pushed for a cut in business taxes for Internet-based firms, keeping vital high-tech jobs from leaving Los Angeles. He helped to jump-start modernization at LAX, creating thousands of jobs while working to minimize the impact on local residents. And he cut red tape for small businesses in the district, making it easier for them to open, hire new employees, and generate new revenue for the city. He wants to work to streamline the city’s permitting process.

PUBLIC SAFETY
On his website he talks about 1) Maintaining LAPD Academy classes so we can keep hiring more police officers, 2) Moving able-bodied officers off desk duty so we get more cops on the streets and in our neighborhoods, 3) Deploying “Motorcycle Response Teams” staffed with firefighter/EMTs to provide rapid initial response to medical emergencies in remote areas in the hills and canyons.

EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
One of the “issues” on his website is “Fighting for Social Justice & Equality.” In that vein, Mike is the co-founder and program director of Camp Courage, an acclaimed training program for community organizers fighting for the freedom to marry for the LGBT community. While working with Rosendahl, he fought hard for a living wage for low-income workers, and helped secure a “super living wage” for employees of contractors at LAX. Mike has championed solutions to homelessness, crafting a program that has found permanent homes for more than 100 people. He has supported job training programs for at-risk youth.

ENVIRONMENT
A proud member of the Sierra Club, Mike has a track record on fighting for a cleaner environment. During the 1990s, he helped create a capital improvement project that treated urban runoff and kept pollution from the Santa Monica Bay. He led efforts to convert a former oil drilling sight into a popular and heavily used recreation area. He worked to promote and expand recycling, ban plastic bags and reduce fees for farmers’ markets.

HEALTHCARE & SAFETY NET
Mike believes that government must fight homelessness, reduce poverty, and increase access to affordable housing. He crafted an innovative anti-homelessness program that resulted in finding homes for 100 homeless residents of the 11th District. Mike also helped secure over a million dollars for homelessness programs and affordable housing, and helped pass legislation that secured fair wages and benefits for airport-area workers.

TECHNOLOGY
Mike wants to harness technology to make government smarter and more efficient. He’ll challenge local high-tech companies to develop software and smart phone apps that connect people to government and improve service delivery.
He wants to create a “Yelp for Government” that would allow residents to review and grade city services, and wants to use Skype and Google Chat to give residents easier access to meetings and city departments, and, finally, he proposes holding “hackathons” to encourage creative minds and young talent to develop smart solutions to improve government efficiency.

**TRANSPORTATION**
As Chief Deputy for CD 11, Mike helped win approval of a citywide Bicycle Master Plan. He is currently working to bring mass transit to the Westside via the Expo & Green Lines (subway to LAX anyone?), and he currently serves as an alternate member of the Board of Directors of the Exposition Metro Line Construction Authority. He also wants to create a trolley system along Lincoln Blvd, create more DASH lines, and incentivize telecommuting.

**FUN FACTS**
In 2008, Mike got HOPEful and served as a regional field organizer in California for Barack Obama’s presidential campaign.

**ENDORSEMENTS**
Congresswomen Janice Hahn, Karen Bass, Julia Brownley and Jane Harman (Ret.), State Electeds Ted Lieu, Sheila Kuehl (Ret.), John Perez, Mike Feuer, various Labor & Environmental Groups like the Los Angeles League of Conservation Voters, the Sierra Club and the Los Angeles County Federation of Labor, the Los Angeles County Democratic Party, business orgs like the LA Chamber and the Central City Association, and local electeds like Zev Yaroslavsky, Eric Garcetti, Bill Rosendahl, Paul Koretz, & Herb Wesson.

**EDUCATION**
Odysseus is a former middle school teacher and father of three school age children. He suggests treating after-school programs as an entirely separate educational opportunity from the day’s instruction, targeting cultural awareness, personal responsibility and academic confidence. He also supports the creation of learning gardens on school campuses as well as culinary arts, martial arts and financial literacy programs.

**ENVIRONMENT**
Odysseus is unsatisfied with local governments water policies. He intends to Increase LA’s wastewater recycling in order to stop watering residential lawns with drinking water. He also aims to install up-to-date water meters to accurately measure how water is being used.
TRANSPORTATION
Odysseus is committed to improving public transportation by promoting biking and walking in L.A. He believes that these will not only reduce traffic and pollution, but will create jobs and make for closer, safer communities.

He is also in favor of expanding the light rail to service LAX and Santa Monica.

FUN FACTS
His first name is Odysseus. And, he once wrote 10 articles about “baby items” through internet freelance hub oDesk. He got a five star review.

ENDORSEMENTS
Odysseus hasn’t raised much money ($32,286 as of Jan 19), but he has been the recipient of some pretty cool street art - in late January two murals popped up in the District in support of him. One has a gorilla motif, and the other is a nod to the surf classic, “Endless Summer.”

SOURCES
http://www.bostick4la.com
MEMBER OF THE CITY COUNCIL, DISTRICT 13

MITCH O’FARRELL
Councilmember’s Senior Advisor

POLITICAL PARTY
Democrat

PLATFORM
A longtime resident of Glassell Park, Mitch O’Farrell has spent more than a decade working for district residents as a member of Eric Garcetti’s council staff. He wrote on his website that he would be a council member who “can distinguish between public service and politics, someone who has a proven track record of delivering projects that elevate the quality of life in the district, someone who is unafraid to take on the most difficult challenges, and someone who can hit the ground running, making the district cleaner, safer, and more business friendly.” Mitch told the League of Women Voters that his priorities are economic development and jobs, the city budget deficit, public safety and quality of life in the district’s neighborhoods.

BACKGROUND & HISTORY
Mitch O’Farrell moved to Los Angeles from Oklahoma 30 years ago to work in theatre and dance and then discovered his penchant for public service as a community activist in Glassell Park. A co-founder of the Glassell Park Neighborhood Council, Mitch started working for Councilmember Eric Garcetti in 2002. During his 10 years at the council office, Mitch held various roles including field deputy, deputy director, district director and senior advisor. “I know where we’ve been,” Mitch said to the Park La Brea News Beverly Press. “I know our struggles, and I know our potential more than anyone.” Per Mitch’s website, his list of accomplishments in CD13 is impressively long, including shutting down a gang headquarters house and turning it into a community garden, bringing farmer’s markets to multiple neighborhoods and creating new bike lanes. In his own neighborhood, Mitch has served as the Glassell Park Improvement Association president. Mitch has also served on the board of the Santa Cecilia Orchestra and California Wilderness Coalition, and was president of the Northeast Democratic club in 2005. Mitch is a member of the Wyandotte Native American Tribe, which his grandfather twice led as chief.

JOB CREATION & ECONOMIC PROSPERITY
Mitch seeks to solve the city’s budget problems by reforming how city hall deals with small businesses, according to the League of Women Voters. He cites that 322,000 small businesses in LA that are burdened by red tape. He told the League of Women Voters that the city has “a well earned reputation of being hostile to the business community,” with a “byzantine set of regulations.” He would work to completely overhaul regulations for small businesses, because he believes that there is “a direct correlation to our high unemployment in Los Angeles and the city’s inability to adequately serve our small business community.” By helping small businesses thrive, Mitch believes that he would help create jobs and add to the city's coffers through the gross receipts tax.

Mitch’s jobs plan also includes the creation of an ad hoc committee of the city council that would “serve as a clearing house for issues important to the entertainment industry,” to help bring back entertainment industry jobs to Los Angeles. He told the League of Women Voters that he helped create an ad hoc committee on the Los Angeles River over 10 years ago that has helped revitalize the river. “We can do the same thing for our struggling entertainment industry. This is not only important to Council District 13, where Hollywood is located, but the rest of the city and county,” Mitch said.

Mitch told the LA Times that he’s advocating for a reduction in City Council salaries as well as a reduction in cronyism – he’d like the Board of Public Works dismantled, as its members are chosen by the mayor and earn as much as $130,000 a year.

EDUCATION
Mitch has extensive experience working with gang intervention specialists as an activist in Glassell Park, and expanded this work to the rest of the council district when he worked at Councilmember Garcetti’s office. As a board member of the LA-based nonprofit Santa Cecilia Orchestra, Mitch has experience in afterschool programming as well. “We teach kids in mostly Latino neighborhoods in underserved neighborhoods how to play classical musical instruments after school and bring their families in for a season of world class orchestra concert performances,” he said to Young Angelenos.

He said “we need to” increase funding for education throughout Los Angeles and told Young Angelenos that the most he could do as a councilmember is to “form a working group on education issues w/LAUSD, LACC, the Charter Associations, etc.” He believes in the cross pollination of ideas and is excited about the idea of implementing better job
training and apprenticeships for LA’s big three industries of healthcare, entertainment and tourism. In particular, he said that the entertainment and tourism industries may be good options for job training: “A local elected official can make an impact there, especially given the fact so many of our families in the District are struggling and don’t have decent access to learning a trade.”

PUBLIC SAFETY
Mitch told the League of Women Voters, “Quality of life is everything in our residential neighborhoods and our commercial districts,” noting that public safety ties directly to quality of life. As councilmember, he promised to keep neighborhoods safe, improve delivery of basic city services and work on planning and funding of improvements in public streets, parks and institutions. Citing his experience with those three issues, Mitch pledged to the League of Women Voters that as councilmember, he would: bring a community garden to every distinct neighborhood in the district; fix the city budget deficit so that the city can return to basic city services; work to plan and secure funding for improvements in various neighborhoods in the district; and continue his work in community policing initiatives to keep “young people from joining gangs, and offering incentives such as jobs, for at-risk youth and adults to join the mainstream and make something of their lives.”

EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
An openly gay man who has lived with his life partner George for 20 years, Mitch is outspoken on issues of equality and has worked on elevating Silver Lake residents’ achievements for equality. During his time at Garcetti’s office, Mitch helped the Black Cat Bar in Silver Lake receive designation as a city historic-cultural landmark for playing an important role in the gay rights, and he also helped with the designation of the Mattachine Steps in honor of LBGT pioneer Harry Hay.
Mitch urged Mayor Antonio Villaraigosa to lead a delegation of local leaders in the LGBT community to meet with Chick-fil-A president Dan Cathy, who spoke out against gay marriage and sparked protests against his restaurants. “I think city officials must play a larger role. It’s a growing company with stores in 39 states. There is too much at stake here,” Mitch said in the LA Times. Mitch noted that political leaders shouldn’t simply tell anti-gay companies they’re unwelcome in their cities. “It’s about effecting change in a real way... They can work towards building a stronger business model that is inclusive of everyone,” he said in the Times.

ENVIRONMENT
Mitch told the League of Women Voters that the LADWP set the bar too low on renewable energy goals, and he would make sustainability a priority as a councilmember. “We can do a whole lot more with feed-in tariff solar energy in Los Angeles,” he said. Mitch would continue current efforts to make Los Angeles more sustainable, such as seeking state incentives and grants. He would continue working on water conservation and noted his accomplishment in bio-filtration in the Los Angeles River.

HEALTHCARE & SAFETY NET
Mitch heartily supports Young Angelenos’ call for reducing homelessness and ensuring that all Angelenos have access to adequate food, shelter and social services. He said that he felt President Obama “surrendered early on universal or at least single payer healthcare” in regard to the Affordable Care Act. “We can and must do better,” he said to Young Angelenos. He said that the city has not adequately maintained its affordable housing trust fund, resulting in a shortage of funds and poor accounting of existing funds. He finds it frustrating that the city has not focused on a city-wide policy for creating and building supportive housing.

TECHNOLOGY
Mitch supports promoting and establishing LA as a hub for tech entrepreneurship and said, “The so-called clean tech corridor is a good start to branding and promoting the hub. These things need to be real though: systematized, functioning, and efficient.”

TRANSPORTATION
Young Angelenos supports creating a comprehensive transportation plan for the greater Los Angeles region, and Mitch said to us that in regard to the city election, “The city itself only controls the Dash lines and we need more! But, we haven’t funded a new Dash line in a decade because we’ve been broke for a decade.” He says that the city needs to “get back to fiscal health” to make Dash a priority throughout the nine distinct neighborhoods in CD13. He’d like a world-class transit system that connects LA’s existing subway to above-ground light rail. “Let’s build upon [our subway system] with light-light rail like they have in Dublin, Ireland, a much smaller city but with similar density to the 13th Council District.” Mitch said that he intends on being one of three councilmembers to have a seat on the MTA board. “We can create a light-light transit plan to travel all of our commercial corridors in the future and begin rolling them out while I am still in office.” He also supports dedicated busways that would be carefully vetted with the public.
IMMIGRATION REFORM
Mitch supports comprehensive immigration reform and said to Young Angelenos, “I am a citizen – of the World! Maybe it’s my Native American blood, but immigrant discrimination mystifies me. We all belong here on earth and have rights. There is no such thing as an ‘illegal immigrant.’ Human beings are not illegal. People come here legally and without permits out of necessity, survival, or both.” He supports reforming national immigration laws to show compassion and create a process for “people who are here without permits but contribute to American society.” He said he firmly believes that any undocumented person who commits a felony or repeated misdemeanor crimes should be deported. “For everyone else, let’s provide a reasonable path to citizenship,” Mitch said. “It will make us stronger as a culture, as a nation.”

ENDORSEMENTS
The Los Angeles Times endorsed Mitch and said, “Of several strong candidates in the race, Mitch O’Farrell is best suited to meet these challenges. A former field deputy and senior advisor to Garcetti, he is articulate, tenacious and well versed on the district. He is highly regarded for his responsiveness and his ability to deliver service to residents and business... O’Farrell is steeped in the needs of district residents and better positioned to advocate for the city on crucial budget issues. He is the best choice for the 13th District.”

Mitch has been endorsed by City Councilmember Tom Labonge of CD4, who said, “My staff and I have worked with him side by side over the years to bring positive change to this city. He has the ability and experience needed to represent the 13th Council District.” California Assemblymember Anthony Portantino has also endorsed Mitch, saying that he “knows and understands the district that he aspires to represent because of his long-standing personal relationships, and he is effective at achieving positive results for the neighbors and neighborhoods he knows so well.” True to his community organizing roots, Mitch has cultivated relationships with local groups such as the Citizens Committee to Save Elysian Park, a non-profit environmental advocacy group that works to improve public park spaces. Mitch’s former boss, current Councilmember and mayoral candidate Eric Garcetti has not endorsed any candidate for CD13. Mitch’s website touts endorsements from community activists, business owners and residents.

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Young Angelenos candidate questionnaire, completed by Mitch O’Farrell on 1/31/13

ROBERTO HARALDSON
Small Business Owner

PLATFORM
Prioritizes balancing city budget as most important. Historic district and infrastructure preservation, like fixing potholes and sidewalks. Wants to facilitate cooperation in public safety, by addressing the “us/ them” mindset. In all his materials, stresses that he wants to create space for community dialogue.

BACKGROUND & HISTORY
Fifty-three-year-old Roberto Haraldson has lived in Silver Lake since 1986. He has a BA with an emphasis on video and audio production Eastern Washington University. Roberto is
also a small business owner: In 2001 created his own agency for visual effects talent representation, Farmers and Artists, Inc. Roberto served on the board of the Silver Lake Neighborhood Council from 2003 to 2005 and was elected chair in 2004. He was appointed by Eric Garcetti to the Parks Oversight Committee, which oversaw the process for the distribution of Prop. K funding. After that, he served on Councilman Garcetti’s staff.

JOB CREATION & ECONOMIC PROSPERITY
He does not support an increase in LA city sales tax on the ground that it is regressive, and “will have a negative impact on working and middle class residents and will encourage consumers to shop in nearby lower taxed cities.”

ENVIRONMENT
While serving on the Silver Lake Neighborhood Council (which he chaired from 2004-5), Roberto demonstrated his commitment to environmental sustainability by supporting legislation mandating that 20 percent of the power generated by the Los Angeles Department of Water and Power come from clean, renewable energy sources. Realizing that climate change requires more, though, he plans to launch a program that will create local jobs in green energy and public transportation in particular. He would also promote legislation that would “provide incentives for residents to participate in an environmentally healthy lifestyle.”

FUN FACTS
Did post-production work on many shows including The Simpsons, NYPD Blue, and Seinfeld. Sustained support for entertainment jobs is on his agenda.

ENDORSEMENTS
Mark Ridley-Thomas (LA County Chair of Board of Supervisors)

OTHER POSITIONS/TOPICS
His interest in equitable access to public services and information can be seen through his support within the SLNC of a requirement for cable television providers in LA to offer a low-cost, basic cable tier for all subscribers in the city. This eventually became the first motion from a Neighborhood Council to be adopted as legislation by the City of Los Angeles.

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JOSH POST
Deputy Attorney General

POLITICAL PARTY
Democrat

PLATFORM
Josh Post is running on three issues: economic development, transportation and the environment. “With these goals in mind, I want help create more walkable and bikeable communities, which includes more parks, safer/cleaner streets and sidewalks, and more bike lanes,” Josh told Young Angelenos. “This will also improve our local economy because those in the community will frequent local shops and restaurants.”

BACKGROUND & HISTORY
Originally from rural Missouri, Josh Post is an attorney with the California Department of Justice, working for Attorney General Kamala Harris. Previously, he was a university professor in Guanajuato, Mexico, teaching constitutional law to Mexican law students and mentoring young students about the value of education. His career began in education at city hall, where he worked for Mayor Jim Hahn on afterschool programs for underprivileged children. Josh took night classes at Southwest Law to earn his law degree, with an emphasis on urban planning and environmental law. After law school, Josh worked on human rights and government corruption cases for a federal judge in downtown LA, then moved onto the LA County DA’s office.

As a community organizer who subscribes to the Broken Windows Theory, Josh organized a clean-up day for the Glendale Boulevard and posted a plan on the Echo Park Patch blog to ask fellow Echo Park residents to work with him to beautify and revitalize the corridor. He’s served on a neighborhood council in the mid-city area and has worked with afterschool programs, environmental and performing arts organizations as well as the LA County Young Democrats.
JOB CREATION & ECONOMIC PROSPERITY
Josh told Young Angelenos, “It is no secret we need to do a better job of preparing our young people to compete in a global economy.” He would work with local schools to develop “better career/technical education and create clearer pathways for students to enter a viable career.”

He advocates growing and diversifying the city’s tax base by supporting small businesses, such as by reviewing city regulations that can be “burdensome or redundant.”

Josh told Smart Voter that he would examine consultant fees and wasteful spending to help curtail the city’s budget shortfalls.

EDUCATION
Josh is obviously passionate about education, and he called for improving funding; increasing standards with more focus on science, technology, engineering and math; and expanding students’ access to arts, afterschool, mentoring and career/technical programs. He would also like to provide physical education and help students establish healthy eating habits.

PUBLIC SAFETY
“Public safety is more than just about cops on the street,” Josh told Young Angelenos. “We need to invest our time and resources in preventing crime not just reacting to it.” He advocates for afterschool, gang prevention and job training programs to deter crime. He said that LA County DA Jackie Lacey, who’s endorse his campaign, has been a mentor to him on public safety issues. Additionally, Josh’s website says that the city must keep its streets clean to improve community engagement and moral as well as reduce crime.

EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
“I fully support equality for all,” Josh wrote to Young Angelenos. “I opposed Prop. 8 and will fight for equality until everyone is provided equal protection and opportunity.”

ENVIRONMENT
Josh told Young Angelenos that the city and state should set examples for the nation and world by developing renewal energy and protecting the environment. “Climate change is real and could have very real impacts for southern California,” he said. “Changes in snow fall and rain patterns could have detrimental effects of our water supply. This provides both a challenge and an opportunity.” He advocates for green tech and green tech jobs to boost both the environment and economy. He’d like to explore business incentives such as easier permitting and revolving loan funds for small businesses, to encourage green technology.

TECHNOLOGY
Josh told Young Angelenos that the city needs to build on its role as a hub for tech entrepreneurs. He’d like to improve government services by providing competitive grants or awards for apps and tech programs. He’s even pledged 20% of his personal council salary toward a tech fund to host conferences and grant such awards for new technology to improve the local government. His website mentions that he would like to provide free wifi in and around public buildings as well as form a committee to explore providing free citywide wifi.

TRANSPORTATION
Josh is strongly advocates biking and walking, and he told Young Angelenos he would like the city to consider “smaller, more localized solutions” for its transportation woes alongside “large scale, multi-billion dollar projects.” “Expanding the network of complete streets with bike lanes and walkable sidewalks within our neighborhoods can improve quality of life while still allowing for vehicle traffic,” Josh said. “For the long term, I hope to see either a subway or streetcar that goes along Sunset Blvd. to connect downtown to Echo Park, Silver Lake, and Hollywood.” For those who might want to read more about Josh’s ideas on transportation, check out the Biking in LA interview with him in our sources below.

IMMIGRATION REFORM
Josh kept his stand on immigration simple: “I support the California Dream Act and paths to citizenship.”

FUN FACTS
Josh is an animal lover who sent out a “Post Card” to district residents asking people to volunteer during the holidays at a local food bank or animal shelter. The card’s front side featured a photo of his dog Hugo whom Josh adopted from an LA shelter. He told Young Angelenos he enjoys painting modern art and long distance cycling.

ENDORSEMENTS
Josh has been endorsed by Los Angeles DA Jackie Lacey, California Senate President Pro Tem Darrell Steinberg and actor/environmentalist Ed Begley, Jr.

OTHER POSITIONS/TOPICS
Josh invites voters to contact him at josh@joshpost.com

SOURCES
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Josh Post official email newsletter 12/24/12
Josh Post post card received 1/2/13
OCTAVIO PESCADOR
University Professor

POLITICAL PARTY
Democrat

PLATFORM
Create good jobs by improving our public transit system, parks, libraries, and roads. Encourage sustainability and safeguard our children’s future by providing incentives for green technology. Foster tolerance and respect among all Angelenos, to “make sure that everyone has a seat at the table.” Solve city’s fiscal problems through strategic public-private partnerships, gradually scaling back the gross sales receipt tax, promoting the permanent extension of tax incentives for film production, and attracting green real estate/infrastructure investments.

BACKGROUND & HISTORY
Octavio Pescador has a B.A. in Political Science from UCLA, an M.A. in International Development from Stanford, and a Ph.D. in Education from UCLA. He teaches at UCLA and serves as a research associate and co-founder of the UCLA Paulo Freire Institute (critical pedagogy—very cool) in the Graduate School of Education and Information Studies. Serves on the Governing Council of the K-12 UCLA Community School.

Octavio has worked extensively with students, community service non-profits, and immigrant groups within the 13th district. He advised organizations including: the California Department of Education, Families in Schools, the Mexican American Legal Defense and Education Fund (MALDEF), the Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA), and Thomas Jefferson Senior High School.

He has also been a political commentator for local and international media including ABC 7, AP, CNN, EFE, La Opinión, MSNBC, NBC 4, and Univision.

JOB CREATION & ECONOMIC PROSPERITY
Instead of a city-wide sales tax, supports progressive taxing that incentivizes local job creation.

ENVIRONMENT
The City plays a critical role in addressing climate change. Plans to champion the UCLA Institute of the Environment and Sustainability’s “Vision 2021 LA: A Model Sustainability Agenda for Los Angeles’ Next Mayor and City Council.”

FUN FACTS
He is married to Ana Pescador, the Executive Director of the Los Angeles Latino Museum, and they have three children. He is the only candidate for this district (with a high proportion of Latinos) to have a bilingual webpage.

ENDORSEMENTS
Octavio advocates Eric Garcetti’s mayoral campaign and tries to align himself with the Councilmember, though Garcetti has not endorsed any candidate who is running to replace him. Progressive Democratic Club (Los Angeles County), School Board President Oscar Espinoza, Lynwood Unified School District School Board Member Oscar de la Torre, Santa Monica School Board Professor Patricia Gandara of UCLA Graduate School of Education, Professor Patricia McDonough of UCLA Graduate School of Education Professor, Stuar Biegel of UCLA School of Law and Graduate School of Education, and Professor Richard Walter of UCLA School of Theater, Film and Television.

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JOHN J. CHOI  
Commissioner/Community Organizer

POLITICAL PARTY  
Democrat

PLATFORM  
Former Public Works Commissioner John Choi is running on a platform of creating jobs, improving city services, building parks and improving transportation. John told Young Angelenos, “I am running for office because I think we need a new generation of leadership. For far too long, politicians have held positions that are not in sync with many positions of the population as a whole. I hope to be an elected leader that not only listens to the people’s voice, but hopefully lead the city forward on a progressive agenda that includes more inclusive policies moving forward.”

BACKGROUND & HISTORY  
Former Board of Public Works Commissioner John Choi leads the CD13 pack in terms of fundraising, with more than $189,000 raised by the filing deadline of December 31, 2012. An immigrant whose family left Seoul, South Korea when he was 10 months old, John has spent most of his life in Southern California and earned his undergrad and law degrees at UCLA. John is one of three candidates vying to become the first Asian American city council member in 20 years, in a district where 22 percent of eligible voters will be Asian.

The youngest candidate at age 31, John started his career working for City Council member Martin Ludlow and then became a Special Assistant to Mayor Antonio Villaraigosa. His official bio states that during his time as a city employee, he helped residents with basic city services such as pothole repair and graffiti removal. John later joined the AFL-CIO as their Economic Development Director and retains strong ties to local unions. In June 2011, Mayor Antonio Villaraigosa appointed John to the Board of Public Works, where John’s bio says he worked on building parks, improving water quality and streamlining city services such as trash collection, graffiti removal, and street repair.

Although John is a longtime Angeleno, he moved to Echo Park in late 2012 to run for office. Los Feliz Ledger reported that John’s fundraising statements filed through the September 30th deadline showed that “only about 6% of his funds have come from within the zip codes within the district.”

JOB CREATION & ECONOMIC PROSPERITY  
John is running on a campaign based on job creation, and he told Young Angelenos, “I think most importantly we need to create jobs that stimulate our local economy, and not just minimum wage jobs, but jobs that one can support a family on.”

EDUCATION  
John believes that public education needs better funding and told Young Angelenos that “building greater partnerships between the city and the school district can help free up resources and allow for more practical and efficient approaches to education on the part of the district.”

PUBLIC SAFETY  
John told Young Angelenos that “the safety of our communities is directly linked to our economic health. We need to raise revenue for public safety if we want to create more jobs and help our economy recover.” He supports raising new revenue for public safety with additional fees or efficiencies.

EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES  
John supports marriage equality and told Young Angelenos that he has been a longtime supporter of equal rights for LGBT people and has volunteered on behalf of the LGBT community. He said that “we cannot pride ourselves on being a civilized society without giving people the ability to enjoy the full benefits and rights of marriage with the person of their choosing.”

ENVIRONMENT  
John is proud of his work on environmental policy. As Public Works Commissioner, he worked to “reduce waste, increase recycling, and expand green and park space in the City of Los Angeles.” Specifically, he worked on the project to rehabilitate Echo Park Lake, voted to ban single use plastic bags in the city and worked to develop the city’s first bike share program. During his time at the LA County Federation of Labor, John said he “helped implement programs that resulted in sustainable development, transit friendly housing, and green collar jobs in our region.”

HEALTHCARE & SAFETY NET  
John told Young Angelenos he believes access to health care is a “fundamental human right.” He advocates for a single payer health care system to “cover all and ensure everyone has access to health care. Other systems tend to leave many uncovered and unprotected.” He supports Barack Obama’s Affordable
Care Act: “After seeing the implementation of the ACA I believe we can take further actions to reduce costs.”

TECHNOLOGY
Citing the city’s “creative capital,” John told Young Angelenos he would prioritize linking the growing Silicon Beach technology sector with Hollywood.

TRANSPORTATION
John told Young Angelenos, “I want to see CD 13 become the most transit and pedestrian friendly district in the City.” He would like to see a “real interconnected” transportation system that includes increased access to public transportation, more affordable and workforce housing, a county-wide rail system, new bike lanes that connect with bus lines and development that incorporates public transit options.

As Public Works Commissioner, John told the Silver Lake Neighborhood Council at a public meeting on May 2, 2012 about the Bureau of Street Services’ proposal to survey damaged sidewalks for repair. Neighborhood council leaders questioned John’s support for the survey, which the LA Times reported that the Bureau has estimated would cost more than $10 million and take three years. Current CD13 Council member Eric Garcetti told the Times that such a survey would be too long and costly and that his office has conducted an annual street graffiti assessment in one day. “We can’t afford to wait three years and spend $10 million on a study while our sidewalks are crumbling below our feet right now,” Garcetti said in the Times.

IMMIGRATION REFORM
An immigrant, John supports the DREAM Act: “I believe that assistance should be provided to any and all who would seek to improve themselves through education, who cannot afford it.” John supports driver licenses for undocumented immigrants. He told Young Angelenos, “It’s important that all of California’s drivers are educated as to the rules of the road.”

ENDORSEMENTS
John has been endorsed by the Los Angeles County Federation of Labor, which represents more than 600,000 workers from 300 union locals. Prior to the federation’s endorsement, John promoted his endorsements from more than a dozen union locals including film, construction, electrical and teamster unions. John has been courting support from prominent Asian American politicians and has received endorsements from California’s State Controller John Chiang and former California Assemblymember Warren Furutani. Former City Controller Rick Tuttle has also endorsed John as well as Asian American community leaders who direct groups such as Search to Involve Pilipino Americans, Thai Community Development Corporation, Koreatown Youth and Community Center and Korean American Coalition.

LA Weekly has questioned whether John is too closely aligned with labor, as John was quoted at an SEIU endorsement meeting saying, “I’m sick and tired of helping to elect politicians who abandon their friends when the going gets rough,” John said. “We don’t need politicians that answer the door only when we bang on it. If you endorse me, you’re going to be on the inside. We’re gonna decide together who to open the door for.” John disagreed with the Weekly’s take and later told them in an interview: “It’s important to say we need to come together to find solutions to these problems, and not be in an adversarial position,” John said. “It’s important to bring them inside the conversation and get their ideas.”

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EMILE MACK
Assistant Fire Chief

POLITICAL PARTY
Democrat

PLATFORM
Emile Mack told Young Angelenos that he would concentrate on three goals as councilmember: “creating jobs and growing the local economy; keeping residents safe from harm; and improving the quality of life for every Angeleno.” To stimulate the economy, he would invest job training programs for young people and help small businesses cut through red tape to open and grow. With his experience at the Los Angeles Fire Department, Emile would work to improve the city’s public safety services. Lastly, he would work to make Los Angeles a lively and prosperous community with “quality education, thoughtful and collaborative planning and growth, clean streets, open green spaces, places for us to enjoy our leisure, activities that engage our youth, libraries and places to expand our minds, ways to express local culture, entertainment, and to create a sense of community.” Emile vows that he would listen to community members and “give straightforward answers so we can grow our community together.”

BACKGROUND & HISTORY
Emile Mack had a lot to say about his platform and issues when prompted by Young Angelenos, though his mailers and email blasts concentrate more on his amazing life story: As a 3-year-old orphan in South Korea, Emile was adopted by a black couple who raised him in the Crenshaw community. After attending and dropping out of UCLA, he rose nine ranks over three decades from LAFD firefighter to chief deputy and back to assistant chief.

Emile current serves as commander of the LAFD’s South Division and oversees a half-billion dollar budget and thousands of employees. He said he wrote the department’s 20-year master plan and led the effort to resettle Hurricane Katrina victims in the LA region.

Emile has aided the city through times of serious conflict such as the 1992 riots when he was based out of a South LA station. He told IAmKorean.com, “We were at the first fire, …and as we’re getting out of the truck and starting to hook our hose up to the hydrant, two carloads of people pull up to the store and begin shooting into the stores. We ducked behind this little stone wall, and then the Korean shop owners came out of their stores and start shooting back… within the next few hours, there were fires as far as you could see down Vermont.” As a Korean man who grew up with black parents, Emile used his leadership skills after the riots to help bridge the gap between the black and Korean communities that had been harmed by violence.

An advocate for adoption of Korean orphans, Emile and his wife Jenny have now adopted their own baby girl Miya from South Korea.

JOB CREATION & ECONOMIC PROSPERITY
Emile outlined a three-prong plan to stimulate the local economy and spur job growth. 1. “Recent reports show that after years of shipping jobs overseas, companies are ready to bring jobs back to the U.S.,” Emile said. “But there needs to be a skilled workforce that can do the 21st Century jobs these companies have to offer.” He would expand job training programs in high schools, community colleges and with local nonprofits. 2. He would work with the entertainment industry to bring back jobs and grow tourism. He would also work to grow the medical care, tech and green job sectors. 3. He would help small business owners cut through the red tape at city hall to open and grow their businesses.

EDUCATION
Emile said to Young Angelenos that “education is crucial to the development of our city.” He said that the city must increase education funding, especially for early childhood education and smaller class sizes. He also encourages investment in vocational training: “We must also invest in Vo-tech programs and re-training programs for a new modern workforce,” Emile said. “While we have moved to a service sector economy we must still invest in green industry, which could lead to a revitalization of the manufacturing sector.”

PUBLIC SAFETY
Emile told Young Angelenos, “The LAPD has provided extraordinary care of our citizens, despite the fact they often are undermanned.” He suggested that the Los Angeles Police Department embark on a 20-year strategic plan that is similar to the one he wrote for the LAFD, “to increase manpower in a way that is accounted for in the budget.”

At LAFD, Emile says he led efforts to make the organization better reflect the community and reduce abuses. “I challenged and helped change the prevailing culture in how newly hired firefighters are trained and treated, as well as changing organizational practices that created inequity and negative work environments,” he said. “In time, we helped the LAFD become a department that was more reflective of the community it serves. The LAPD can learn a lot from our successes.” Emile also said that the city must monitor racial
The Good Voter Guide to the Los Angeles Election

profiling and “promote policies that prevent the singling out of residents based on their race or ethnicity.”

Emile said that the city “must have a serious conversation about who commits a large amount of crimes in our community.” His research shows that it is often young men between ages 15 and 25 who commit a disproportionate amount of crime, and thus he believes that the city must invest in education, job training, gang reduction and community policing programs.

EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
Emile kept it simple: “I support any and all policies that advance the cause of equality and prohibit discrimination in the City of Los Angeles. Diversity should be valued, and it is a core tenet of what I believe,” he told Young Angelenos.

ENVIRONMENT
Emile believes that air pollution is LA’s “most pressing environmental issue.” “Los Angeles has also become infamous for the amount of smog in the air, which gives the city a bad name and may discourage businesses to come in the area,” he said. He proposed: 1. LA can promote a form of “polluter pays legislation.” 2. The City Council can help develop green jobs and businesses. 3. Promote access to public transportation, reducing commuters and making roads safer. 4. Create higher density zoning to build more mixed-use, walk-able and bike-able neighborhoods.

HEALTHCARE & SAFETY NET
Emile said that more Angelenos than ever are worried about being able to afford housing, especially since the California legislature cut funding for redevelopment agencies. He told Young Angelenos that he would work with other councilmembers to expand zoning for affordable mixed-use neighborhoods in LA, to reduce transportation costs and improve the environment. He said that LA also needs a “stronger affordable housing trust that has permanent sources,” and that the city should partner with state and private organizations to make that happen. He also supports higher density in certain areas.

In regard to city-wide affordable health care, Emile said, “I would support a program similar to Healthy San Francisco, provided funding was available.”

TECHNOLOGY
Emile told Young Angelenos that “universities, local governments, private industry, and venture capital firms must partner together to create a start-up community” in Los Angeles. “This is why supporting the creative economy – including arts and entertainment, innovative medical care companies, and high-tech and green-tech industries – is a key component of my jobs plan,” he said.

TRANSPORTATION
Noting that CD 13 is “one of the densest and most compact districts in the City,” Emile supports expanding public transit options such as bus and rail. He told Young Angelenos he’d work to fund and construct bike paths in the district and cites his existing relationships with planning, transportation and public works as an advantage in his ability to work on transportation issues.

IMMIGRATION REFORM
Emile supports comprehensive immigration reform at the federal level. “As an immigrant myself, I understand the opportunity America has given me.” Locally, he advocates for “prohibiting discrimination and predatory employment practices.”

FUN FACTS
Always a firefighter, Emile sent out an email during the holidays that gave fire safety tips and linked to a “Kids’ Holiday Safety Checklist” which can be found here: http://d3n8a8pro7vhmx.cloudfront.net/emilemack/mailings/36/attachments/original/KidsHolidaySafetyChecklist.pdf

ENDORSEMENTS
Emile cites his key endorsers as LA County Supervisor Michael Antonovich, LA City Councilmember Bernard Parks, former LAFD Chief Douglas Barry, former LAFD Chief Bill Battamre, Pasadena Community College District Board Member Linda Wah, and South Pasadena City Councilman Robert Jo.

OTHER POSITIONS/TOPICS
Emile has 34 years of experience with the Los Angeles Fire Department and served for three years as second-in-command to the fire chief as Chief Deputy of Administrative Operations. Then Angelenos voted in 2011 to amend the city charter to exempt the LAFD’s deputy chiefs from civil service protections, allowing Fire Chief Brian Cummings to select his own staff. Less than a year later, Cummings shook up his command staff, demoting Emile to his current position of Assistant Chief and reassigning his duties. Emile wasn’t the only chief deputy who was replaced, and the president of the firefighters union said that the new fire chief was simply “spreading his wings and setting up the fire department the way he thinks it’ll run best for him.” While Emile’s official bio doesn’t entirely misrepresent his less prominent position, it
doesn’t mention the demotion and refers to him as “Chief Mack.”

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SAM KBUSHYAN
Neighborhood Council Boardmember

POLITICAL PARTY
Democrat

PLATFORM
Sam Kbushyan said, “I am running for Los Angeles City Council District 13 to strengthen our community’s voice. For as long as I can remember, I have been working with community members on issues that are dear to our hearts. These issues include quality of life, public safety, street beautification, small business advocacy, education, and jobs.”

BACKGROUND & HISTORY
Community advocate Sam Kbushyan is the Executive Director of the IC Foundation, and is a specialist in community organizing, vocational education, and business advocacy. He serves on the Board of the Institute for Continuous Education, which focuses on vocational skills training and job placement. Additionally, he is a Board Member of the LACER After School Programs and the elected Board Member of the East Hollywood Neighborhood Council. Kbushyan is appointed to the Executive Board of the East Hollywood Chamber of Commerce where he works directly with local small business owners on key issues related to the local economy, labor force, and sustainability. He is also an advocate for social and economic justice. Samstudied political science at California State University, Los Angeles, where he received his B.A. He completed his graduate degree at Northeastern University in Boston. He lives in East Hollywood.

JOB CREATION & ECONOMIC PROSPERITY
Looking to construct strategic improvement plans to promote local economy, businesses, and jobs with industry partnership and build affordable housing and public transportation for workers; increase local DASH routes within the district; construct new Pedestrian Oriented Districts (PODs), and neighborhood convenience shops. As well, Sam would like to expand farmers’ market concepts with green spaces and abandoned lots, foster arts districts and venues for local artist advancement, empower local industries and creative professionals to expand their operations within these cultivated districts to self promote neighborhood images. This would empower small businesses with modern tools to compete in the progressive economy, offer small-business tax exemptions and entrepreneur opportunities for promotions. He would also establish a business-friendly approach at City Hall to assist new business establishments and expand local economic opportunities with a “One Stop Center” for all City required permits.

EDUCATION
Believes in a need to modernize our public school infrastructure with comprehensive technological equipment ready for educational needs; implement music and media arts programs, and expand after school programs to keep students developing their foundation of learning. With focus on small classrooms and highly qualified teachers, and open access to sports and playing fields on the school campuses during and after school hours, he would engage and empower parents to get involved with the schools and their children and increase PTA collaboration and cooperation for collective input and influence on public school education. Plans to develop continuing avenues for educational advancement, and connect current vocational skills institutes and media arts colleges for industry opportunities and build smart, affordable student housing for on-campus and off-campus access, and encourage educational districts for more walking and less driving for students in the community. By improving educational access and talent-based resources the community will develop competitive advantages within the media arts colleges and local employers.

PUBLIC SAFETY
Promoting an active community policing plan in cooperation with Block Captains and Neighborhood Watch programs that
would increase police officers in our neighborhoods across the
district, targeting those areas most depressed by gang violence
and crime potential. Samwould like to deploy highly trained
police officers to work in cooperation with stakeholders to
deter crime, increase funding for fire and paramedic
departments, strengthen efficiency and response time through
an improvement to the 911 system and develop technological
applications for smartphone devices to track public safety,
crime, and report complaints.

EQUALITY, HUMAN RIGHTS & INDIVIDUAL
LIBERTIES
He invites constituents to engage in civic participation
through an open door policy and wishes to empower,
courage, and educate constituents to voice their concerns
and get involved with Neighborhood Councils to present and
prioritize community issues. He would cross-train staff
members at the City Hall and District Offices to rapidly
answer questions and efficiently respond to complaints, with
an aim to reduce turn-around call response to within 24-hours
of the constituent call. He would host weekly Live Web Town
Hall Meetings, and hold an “Open Door Policy” for meetings.
Samwould develop partnerships with Community Based
Organizations and support their mission within our
neighborhoods. A planned Cultural Education Platform for
community members would fund annual conference for ethnic
community leaders to promote local cultural education,
experience, and celebration across ethnic cultures that define
the beautiful faces of Angelenos.

ENVIRONMENT
Samwould like to see an expansion of new park spaces, sports
fields, and unique pocket green spaces for recreation. He
would promote and educate Zero Waste Recycling to reduce
consumption of non-degradable waste materials, and advocate
the removal of hazardous materials and chemicals from
construction sites. He plans to increase funding to revive LA
River and crumbling park infrastructures, and implement
policies to foster LEED Certified builders and developers.
Samwould like to increase charging stations for electric cars,
expand the ZIP Car sharing model for drivers and promote
walking and cycling. He would increase community
stakeholder involvement and civic participation on key areas of
volunteering, crime watch, affordable housing access, and
parking management. Other environment plans include: *Save
historic preservation projects and monuments that are central
to the stakeholders and the local history. *Clean-up and repair
street potholes, sidewalks, and replacement of street furniture.
*Build more community gardens for organically grown
vegetables and promote active community living for senior
citizens. Improve tenant-landlord relations through
neighborhood mediation program; encourage cooperation and
compromise dialogue with commercial leaseholders and
landlords on fair market value rent prices for small business
owners. *Advocate Department of Water and Power consumer
rights and fair prices, promote efficient consumer energy
programs for light bulbs, low-flush toilets, and faucets with
energy saving models. *Promote healthy living and lifestyle for
Angelenos, present and connect district resources for
economic opportunities to live, work, and play here in the
13th Council District.

HEALTHCARE & SAFETY NET
Healthcare access for all; East Hollywood is centrally located
with four major healthcare hospitals and health clinics within
a half-mile radius. Samwould expand the healthcare resources
for locals and job opportunities, embrace strategic healthcare
alliances with all four major healthcare providers, and pipeline
the local education and workforce market together in
partnership for economic cooperation. He promotes healthy
living through exercising at work, encourages a culture that
focuses on obesity issues and empowers parents, children, and
seniors towards a healthy life-balance with smart diets. He
would fund annual Health Fairs to educate and promote
healthy lifestyle for Angelenos and their families.

TECHNOLOGY
The district needs safer and cleaner streets with less traffic
with increased bike sharrow lanes, and Samplans to adopt a
comprehensive plan to reduce traffic and encourage Pedestrian
Oriented Districts (PODs) including publicizing on street
signs and enforcing the Cyclists’ Bill of Rights for safety and
respect of cyclists. He would maintain streetscape,
beautification, and street furniture shape and establish a rapid
pothole repair programs for less stopping and more efficient
moving, and maintain evenly surfaced streets with safety
markers visible to drivers. By improving traffic alert roadmaps
and pathways for navigation with smartphone applications,
designated construction zone operation
hours, and detour
specifications for commuter safety alerts he would help ease
congestion in the district through smart use of technology.

FUN FACTS
He is a passionate gardener. Although he says he is “the Local
Candidate that Cares” his campaign office is located in Long
Beach.

ENDORSEMENTS
Al C. Strange, President, Northeast Democratic Club - as
President of the Democratic club in CD13, Mr. Strange’s
support may be relevant.
ROBERT NEGRETE
Senator’s District Director

POLITICAL PARTY
Democrat

PLATFORM
Robert’s website has very little information about his platform or stance on any issues. His campaign brochure mentions that he wants to “preserve what makes our communities unique—the arts, the music, the diversity and the neighborhood events that bring us together in the spirit of community.”

The brochure also mentions crime, jobs and city services: “While crime is down, it is still a serious problem. And, while the economy is turning around, not everyone has found a job. We still have a lot of work to do. Our city must strive harder to deliver essential city services—safe parks, more programs for seniors, street repairs and graffiti removal.”

BACKGROUND & HISTORY
Robert was raised in a modest home next to the Los Angeles River in Atwater Village. Robert attended Glenflying Elementary, Irving Middle School and John Marshall High School. His parents taught him the importance of honesty, hard work and community service. Robert took these lessons to heart and worked his way through college as a teacher’s aide at Mayberry Elementary School in Echo Park and graduated from Cal State LA with a degree in political science.

Immediately after college, Robert went to work in city government as an intern in the Mayor’s Constituent Service Department. A few years later, he went to work for Senator Richard Polanco and served as a community organizer in the communities of Echo Park, Atwater Village, Elysian Valley, Glassell Park and East Hollywood. Being from the local community, Robert genuinely cared about the issues and concerns of our neighborhoods and established a reputation for being honest, responsive and effective. In 2002, Robert Negrete went to work for then-President of the Los Angeles City Council Alex Padilla. In 2006, Padilla was elected to the California Senate in the 20th District and named Robert Negrete as his District Director. Robert continues to supervise and lead Senator Padilla’s local constituent services in Los Angeles. Robert believes in public service and knows that government is most effective when residents and elected officials are working together toward a common goal, and that requires that elected officials listen to local residents. His experience partnering with city, state, county and federal officials and building strong community coalitions will bring focus and resources to the 13th District. A lifelong Democrat and resident of the 13th District with over 17 years of experience in both local and state public service, Robert currently serves as a board trustee for the John Marshall High School Alumni Association and also serves as a volunteer at his local elementary school.

FUN FACTS
Robert is the district director for State Senator Alex Padilla, who has not, at least on any official forum, endorsed Robert. The campaign is very active on their Facebook page.

ENDORSEMENTS
No one listed on his site. However, his campaign only officially kicked off January 19, 2013.

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https://en.twitter.com/Robert_Negrete

MICHAEL SCHAEFER
Small Business Owner

POLITICAL PARTY
Mike Schaefer told Young Angelenos he’s a Democrat, though he has run as a Republican in multiple races in the past, including a 2002 run for California Secretary of State.

PLATFORM
Mike told Young Angelenos his priorities: “Save Hollywood from leaving town,” reduce crime, create a business-friendly
environment, make LAPD more effective, make government more friendly.

The “Mike Schaefer gets things done” section on Mike’s website mentions three key campaign issues: “protect our environment, promote tourism, help us be a well-managed low-tax city.” The page also mentions that if elected, Mike would make City Council members listen to speakers that appear before the Council, citing a lawsuit against the City of Los Angeles brought on by a strip club that was ignored by council members at a city council meeting. His website says he would end the gross receipts tax and enact parking and tow fines reform. He told Young Angelenos that his business experience makes him the best candidate for the district: “I consider Los Angeles and California anti-business and not likely to succeed or survive unless people like me are elected to lead the way.”

BACKGROUND & HISTORY
Perennial candidate Mike Schaefer has been described in a multitude of unusual ways: former San Diego city council member, millionaire, slumlord, carpetbagger. Mike calls himself a small business owner, and his website touts his business experience in marketing and real estate. He told Young Angelenos that he has “managed million dollar businesses, hotels, motels, shopping center, apartments.” A lawyer with a record of litigiousness, Mike says he’s appeared in more than 100 cases in Los Angeles Courts. Mike is a big fan of Hollywood and also promotes his affiliations with Hollywood stars of yesteryear.

Since Mike was elected in the ’60s to two terms in the San Diego City Council, he’s run for many seats from coast to coast, for Los Angeles City Council to U.S. Senator to California Secretary of State. In the ’80s, he was convicted, jailed and fined for being a slumlord in Los Angeles, which he called a misunderstanding, according to a 2001 article in the LA Weekly. The same Weekly article mentions further legal troubles: He was convicted of assaulting an elderly woman who lived in his Vegas condo complex and was disbarred in the state of Nevada.

Mike told Young Angelenos he has a doctorate in law from Georgetown, a business degree from UC Berkeley and has completed tax studies at USC and engineering studies at the University of Notre Dame.

JOB CREATION & ECONOMIC PROSPERITY
Mike would like to end the gross receipts tax for businesses, which currently taxes revenues instead of profits. He also says he would end a renters’ tax. His website says, “This tax has hurt business, frightens-away new businesses, kills jobs. This must end. To create our needed new jobs, we must be business-friendly.” He told Young Angelenos that he would work with the state government for competitive rates for the TV and film industry, to keep jobs in California. He said he would be a “champion” of acceptable working conditions, living wages and policing for the district, and he would work to cultivate economic activity with sister cities of Los Angeles.

EDUCATION
Mike told Young Angelenos that as a council member, he would offer the school board and school officials “full support, full support, use of city facilities, my personal speaking to youth groups considering public careers.” He would advocate for LA to receive more federal funding for education.

PUBLIC SAFETY
Mike supports gang intervention work and told Young Angelenos he was assaulted by members of the 18th St. Gang and would work to reduce gang crime. He supports LAPD Chief Charlie Beck’s work in reducing gang crime and said that he supported LA Weekly’s stories exposing abusive practices by LA County sheriffs.

EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
Mike told Young Angelenos that he supports increasing penalties for hate crimes, the death penalty and “alternative lifestyle” rights, which sounds like he supports gay rights in a disapproving way.

ENVIRONMENT
Mike told Young Angelenos that he supports fuel-efficient cars and public transportation. He has no opinion on climate change but would like to learn how the city can assist the federal and state governments with the issue. He encourages oil companies to contribute programs and money to help with the city’s energy goals.

HEALTHCARE & SAFETY NET
Mike said his sister is a leader in supporting homeless people in San Diego, focusing on veterans’ needs. As council member, he would “study the good works of other urban areas and assure we have the best” services.

TECHNOLOGY
Mike told Young Angelenos he would repeal the gross receipts tax for entrepreneurs in any industry, and he would support entrepreneurs’ investments in LA with additional funding. He would help the city demand more state and federal money for
The GOOD Voter Guide to the Los Angeles Election

education. He said LA should “lead, not follow, in Internet marketing and administration in our future.”

TRANSPORTATION
Mike supports “city-county-state-federal partnerships to alleviate freeway congestion,” fuel-efficient vehicles, more bike pathways and more bike-scooter parking, and an efficiently-operated LAX. Mike believes that the city should “help citizens, not punish them” and thus would like to make parking fines less expensive. He believes that Los Angeles should offer a 50% discount on parking fines if they’re paid by the seventh day. He would like the city to refund and apologize to Angelenos whose cars have been towed, if city officials do not comply 100% with rules, signs and procedures.

IMMIGRATION REFORM
Mike supports protecting undocumented college students from deportation to allow them “to become productive residents and be eligible to seek citizenship.” He opposes “undocumented entry which fuels our gang activity and increases [the] burden on Los Angeles taxpayers.”

FUN FACTS
Mike dedicates a section of his website to “Real Little Guys for Schaefer,” describing his relationships with Hollywood stars who also happen to be little people. It’s worth a look: http://www.mike4council13.com/real-little-guys-for-schaefer.html

Music fans from the district may like the fact that Mike’s son is the tour marketing director for the Coachella music festival. Mike told Young Angelenos many fun facts about himself, including he has run a professional Santa Claus service visiting 100 homes on Christmas Eve. He also mentioned that he once ran out of gas taking a former governor home after treating him to dinner (“embarrassing!”).

ENDORSEMENTS
Mike told Young Angelenos he is not seeking endorsements for the primary and expects to win endorsements in a run-off.

Mike has done no fundraising for his campaign. As of the February 16, 2013 filing deadline, Mike had received a $17,500 loan from his son Derek, a total of $30,000 in contributions from himself, a $17,500 loan from himself and a $25,000 loan from a company named Schaefer-Nevada Inc. When Young Angelenos inquired if he had any upcoming events, Mike replied that he would “put on a $700 a plate dinner if i can be assured you’ll attend, ha. really.”

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MATT SZABO
Deputy Mayor

POLITICAL PARTY
Matt Szabo’s a Democrat these days, though the LA Times reported that he was a registered Republican when he started his career in Mayor Richard Riordan’s office.

PLATFORM
Matt told Smart Voter that his top priorities if elected are “fiscal responsibility, public transportation and public safety and gang prevention.” He said that the city’s budget crisis is the number one issue. “It remains a very real question whether or not the city will be able to maintain its level of public service in a sustainable way moving forward,” Matt told Smart Voter. He said that voters need to elect leaders who can “develop and advance better, smarter solutions that protect and enhance public service rather than reduce and dismantle it.”

BACKGROUND & HISTORY
The mayor’s former deputy chief of staff Matt Szabo is one of the top contenders for the hotly contested CD 13 seat. Matt grew up in Southern California, raised by a mother who is a registered nurse and a father who has since retired from the LAFD. He studied government and international relations at the University of Notre Dame, where he became a gay rights activist, and earned his graduate degree at USC’s School of Policy, Planning and Development.

Matt, 36, started his career in public service in Mayor Richard Riordan’s office more than a decade ago, where he served as a
city council liaison, and went on to work for then-Councilmember Wendy Greuel and former City Attorney Rocky Delgadillo. During his six-year tenure at Mayor Antonio Villaraigosa’s office, Matt has been in charge of contentious, difficult tasks such as overseeing the city budget process and city council redistricting. According to his bio, Matt worked on initiatives to help bring business to Los Angeles, such as the business tax holiday for new businesses, an internet business tax holiday and a car dealer tax exemption. He was also the executive director of Yes on Measure J, the sales tax measure for transportation funding that narrowly failed to pass last November.

Matt has worked closely with labor leaders to negotiate their unions’ healthcare and pension plans, and the LA Times reported, “At one point, Matt questioned whether layoffs were a cost-effective way to deal with the [city budget] crisis.” He touts his 2011 financial plan for balancing the budget, reducing the deficit and restoring library hours and public services.

To promote his experience helping run the city government, Matt said at the Silver Lake Neighborhood Council candidate forum, “I have probably more experience at the highest levels of city government than probably everybody at this table combined, and I want to put that to work for you.”

Although Matt has longtime roots in Southern California, he only moved to Hollywood last summer, according to the LA Times. Matt said he moved to be closer to public transit, though critics may contend that he moved from West Hollywood in order to qualify for the CD 13 ballot.

**JOB CREATION & ECONOMIC PROSPERITY**

Matt detailed his role in balancing the city’s budget during the financial crisis to Smart Voter. “When I took over budget and finance responsibilities in September of 2009, the city was facing a fiscal tidal wave,” he said. “Although the city still has a significant structural deficit of more than $200 million, had we not taken aggressive action to reduce payroll, renegotiate labor contracts, establish more sustainable pension tiers for new sworn and civilian personnel and increase active employee contributions to pensions and health care, we would be facing a deficit of close to $1 billion today.” He said that the city must work to eliminate the structural deficit and “put the city on solid financial footing for the long term.”

Matt plans to make changes in three areas to boost the economy of Los Angeles:
1. He would work to enact pension reform for sworn and civilian workers. “Pension funds currently spend far too much – more than $150 million annually – on fund managers,” he said. “And in many cases, fund managers have underperformed the market. This needs to be addressed, and it would result in a reduction of a $100 million.”

2. Matt called for city employees such as DWP workers to pay more for their healthcare and retirement benefits and said that would result in $30 million to $50 million in savings for the city.

3. He would work to bring in more revenue for the city in various ways, such as “measures to improve the city’s business climate will lead to increased tax revenue -- even business tax reduction if done correctly.” He also wants to seek other forms of revenue for the city, such as “public private partnerships (partnership, not privatization!) for specific uses (e.g., the LA Zoo), and special taxes or bonds for specific projects (parks, transit).” He believes that such efforts would lead to hundreds of millions of dollars in benefit to the city.

**PUBLIC SAFETY**

Matt has worked on two city programs to help reduce crime in Los Angeles by engaging and employing young people who are at risk of joining gangs: Gang Reduction & Youth Development (GRYD) and Summer Night Lights. Although violent crime has occurred during Summer Night Lights, GRYD’s director told the Daily News that Summer Night Lights has brought a “35 percent reduction in gang-related crime, a 35 percent drop in homicides, and a 55 percent drop in shootings in neighborhoods it serves.”

**EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES**

An openly gay man, Matt is an LGBT rights activist who has the endorsement of the city’s first openly gay councilmember Bill Rosendahl. “I don’t think there is a stronger advocate of gay rights or same-sex marriage than Mayor Villaraigosa, particularly among straight elected officials,” Matt said of his former boss in The Advocate. “The mayor understands when he is fighting for rights for gays and lesbians, it isn’t just for people living in Los Angeles. It’s important that we continue to support gay rights for those who are not fortunate enough to live in cities as open as Los Angeles.”

**ENVIRONMENT**

Matt told Smart Voter that the LA DWP is “the dirtiest municipal utility in the country, getting its power from dirty coal.” He advocates that the city should shut down its coal power plants and replace them with “renewable energy resources.”
HEALTHCARE & SAFETY NET
Matt told Smart Voter, “I believe the city, like any large employer, has a responsibility to provide comprehensive family healthcare options to its employees and share in the cost,” in his comments regarding balancing the city’s books. “But in order for those benefits to be sustainable, employees need to take on a greater share of the costs moving forward.”

TRANSPORTATION
Matt told LGBT POV that as councilmember, he would focus on building a modern mass transit system — something he fought for as executive director of the Yes on Measure J campaign that would have extended the existing half-cent sales tax increase for transportation funding. “There is so much hope and progress that sprouts along mass transit lines — you can see it happening now in Hollywood,” he said. He proposed a “Pink Line” connecting Hollywood and Highland to Century City through West Hollywood, as well as a “Sunset Line” under Sunset Boulevard that would connect East Hollywood to Union Station, running through parts of CD13. LA Weekly reported that Matt supports building developments around mass transit and mentioned that he would be “very careful not to lose rent controlled units, affordable units.”

ENDORSEMENTS
Matt’s key endorsements include Mayor Antonio Villaraigosa, former Mayor Richard Riordan, Councilmember Bill Rosendahl, Former Assemblymember and CD13 Councilmember Jackie Goldberg and civil rights lawyer Connie Rice. Rosendahl’s support could help Matt with LGBT voters, as both men are openly gay. Matt is also courting labor leaders with whom he’s worked closely and won the endorsement of the American Federation of State, County and Municipal Employees (AFSCME) District Council 36, which represents more than 22,000 public service workers in our parks, libraries, police and fire departments and schools. Latino Democrats of LA County as well as La Opinión endorsed Matt in February.

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José Sigala
Neighborhood Council President

PLATFORM
Jose intends on providing neighborhood residents a strong voice in local government by advocating for the preservation of core city services

BACKGROUND & HISTORY
• Intern for Congressman Mel Levine
• Graduate of Santa Monica College and the University of California at Berkeley, where he earned a Bachelor of Arts Degree.
• Capitol Fellow at State Senate Fellowship Program
• Aide to City Councilman Richard Alarcon
• Board President, Friends of the Los Angeles River (FOLAR) where Jose worked to increase the amount of green and open space along the Los Angeles River, including the Corn Fields in Chinatown and Taylor Yard in Cypress and Glassell Park;
• Appointed by then LA City Council President Alex Padilla, Jose served as a member of the Proposition O Committee, an oversight committee for a local water quality improvement bond approved by voters to clean up our water quality, including Echo Park Lake;
• Board Member LAPD’s Rampart Division Police Activities League (PALS), Jose advocated for academic enrichment programs for at-risk youth;

• From 2006-2012, Jose has served as President of the Greater Echo Park Elysian Neighborhood Council (GEPENC)

• member of the 2012 Mayor’s Budget Advocates Committee

• Created a Petition and succeeded in stopping the elimination of Beyond the Bell Youth Services

**JOB CREATION & ECONOMIC PROSPERITY**

Jose intends on Working with the private sector to create an environment in the city where local businesses can navigate the city permit process, generate more local jobs and bring local revenue back to the City of Los Angeles.

**EDUCATION**

Jose believes in providing all children and adults with fair access to a good education, job training or higher education; investing in programs that empower at-risk youth.

**PUBLIC SAFETY**

Jose intends to support police, fire, library and youth recreation center resources in CD13 to effectively remain safe, clean, vibrant and thriving

**FUN FACTS**

Jose, and his wife, Lisa Baca-Sigala, who serves as Chief Information Officer of the Echo Park neighborhood council, live in Echo Park with their twin daughters.

Jose had a feud with his fellow Greater Echo Park Elysian Neighborhood Council boardmember Augustin Cebada. Here is a transcript from a 2009 meeting per the Eastsider blog:

Augustin called Jose a “Mr. Fat, bald-headed, Mussolini” and banged on a hand-held drum. Sigala, pounding his gavel on the table, demanded that Cebada, a former, ally, shut up. Then there was some more heated, junior high school-like, back-and-forth: “You stop it!” Cebada shouted.

“You, stop it!” Sigala responded.

“Both of you stop it!” one audience member shrieked.

“Let’s go outside,” Sigala told Cebada.

**ENDORSEMENTS**

Rosario Marin, Former United States Treasurer

Senator Dean Florez (ret.)

Senator Art Torres (ret.)

Senator Liz Figueroa (ret.)

Oscar De La Torre, Board Member, Santa Monica-Malibu Unified School District

Alex Rooker, Vice Chair California Democratic Party

Ben Aranda, Member, Rotary Club of Historic Filipinotown

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**ALEXANDER CRUZ DE OCAMPO**

Charitable Foundation Director

**POLITICAL PARTY**

Democrat. Alex has been involved in Democratic politics since college, and it’s possible he only wears suits as he goes to so many Democratic Party functions!

**PLATFORM**

Alex De Ocampo would like to become councilmember to help create middle class job, maintain safe neighborhoods and provide efficient city services, per his campaign website. “I believe City Hall is not doing enough to boost our economy with structural challenges weighing down the city’s ability to work for our communities,” he said to Young Angelenos. “We need to have a City Hall that promotes well-paying, middle-class jobs for Angelenos, leverages our vast resources, and preserves key industries.” Although the CD 13 race is nonpartisan, Alex is running as a staunch Democrat with a longstanding participation in party politics, sending out fliers with photos of him taken with prominent politicians such as Presidents Bill Clinton and Barack Obama.
BACKGROUND & HISTORY
A young but longtime fixture in the local Democratic scene, Alex De Ocampo is one of three Asian candidates on the ballot seeking to become the first Asian American councilmember in 20 years. Born and raised in Council District 13, Alex has an American Dream kind of story. A child of Filipino immigrants, Alex lost his father to cancer and pledged to his struggling mother that he would never join a gang or do drugs. Alex attended local public schools before heading to Cal State Northridge, where he co-founded and became president of the CSUN Young Democrats. Alex then became the first Filipino president of the California Young Democrats and has also served as an Executive Board Rep of the California Democratic Party.

Alex works at Saban, where he manages the Saban Family Foundation's $200 million endowment that funds nonprofit projects in Los Angeles such as the Saban Research Institute at Children's Hospital Los Angeles. He's also the Senior Manager for Corporate and Community Affairs at Saban Capital Group.

As a local leader, Alex has served as a board member of several organizations including the Greater Griffith Park Neighborhood Council, the Coalition of Asian Pacifics in Entertainment and Grand Performances, and the California Advisory Board on Juvenile Justice and Delinquency. Alex also fundraises for the United Pampanga Leadership Council in the Southern California Region to fund medical missions in Pampanga, Philippines.

JOB CREATION & ECONOMIC PROSPERITY
Alex told Young Angelenos that his first priority as a councilmember will be to “create good, middle class jobs.” To foster entrepreneurship, Alex would eliminate the city’s gross receipts tax, which several of his opponents and mayoral candidates have also pledged. He would also work to enact a five-year tax holiday for new businesses. As LA is often perceived as unfriendly to business, Alex would compare LA’s business laws with neighboring cities to make sure that the city is attractive to new businesses. He would work to streamline how many government agencies that business owners must work with in order to open shop. Alex also told Young Angelenos that he would work to foster a “spirit of cooperation” between business and labor leaders. “We are all in this together and believe that if we are strategic we can create an economy that benefits all Angelenos,” he said.

EDUCATION
Alex greatly values the education he received as a child and reminisces about how a city-sponsored afterschool program bought glasses for him when his mother couldn’t afford them. “Too many of these programs have been cut because of budget deficits and other priorities,” he told Young Angelenos. “I believe it’s time that we make these vital services a priority for our city again.” He vows to get parents, teachers, administrators, students and city leaders working to improve LAUSD – which would be quite the feat. He would like to help connect local businesses with young people to promote internships and job training, and he said he would tap his nonprofit experiences when seeking federal and state grants for education.

PUBLIC SAFETY
Alex told Young Angelenos that it’s important for the City Council to “work with the LAPD to maintain safe streets for our children and family. This means getting tough on gang crime, increasing cooperation with communities to stop criminal activity, and making sure law enforcement is sufficiently funded and supported by City Hall.” He would work with LAPD and the community “to prevent hate crimes, whether against racial minorities or LGBT Angelenos, from damaging our communities.”

EQUALITY, HUMAN RIGHTS & INDIVIDUAL LIBERTIES
A gay Filipino-American, Alex strongly believes in diversity and says that despite progress, “there are still too few women and minorities in leadership positions in politics and the corporate world.” He told Young Angelenos he would work to expand opportunities for career advancement to young people in the district. As one of several openly gay men on the ballot for CD 13, Alex has been a longtime advocate for gay marriage and LGBT rights.

ENVIRONMENT
Alex told Young Angelenos that the city needs to approach environmental issues with an eye on both combating climate change as well as investing in green jobs. He would monitor how Los Angeles can support the state in reducing greenhouse gas emissions to comply with state law AB 32, and he would also monitor how LADWP meets goals for renewable energy production. On the jobs front, Alex said he would work with high schools and community colleges to train students for jobs in renewable energy.

HEALTHCARE & SAFETY NET
Alex strongly believes in universal healthcare and supports the Affordable Care Act and “advocating for further improvements here in California so that families do not go bankrupt over rising healthcare costs.” In his current position at the Saban Foundation, he helps support the Saban Free
Clinic, which provides free health care to struggling Angelenos. He told Young Angelenos would work with philanthropic and nonprofit groups to help the homeless with basic services as well as job training.

TECHNOLOGY
Alex would like to see more tech startups in CD 13 to supplement the growing Silicon Beach scene. “We want innovators and entrepreneurs to start their companies in Los Angeles, test their ideas here and build up their companies within our city limits,” he said. Alongside the five-year tax holiday for new businesses and a repeal of the gross receipts tax, Alex would also work make changes to tax codes for the entertainment industry. “If elected, I will push for a tax credit for studio upgrades for production and post-production facilities - 25% write off for upgrades and development in Los Angeles,” he said. Alex said he would also work with local universities to promote job training, and he’d like to see the city modernize how its constituent services through technology.

TRANSPORTATION
Alex plans to work with the City Council to ensure that CD13 benefits from the growing transit system in Los Angeles, for both rail and bus riders. He also supports “healthier transit options” such as bike paths and bike lanes and says that the Department of Public Works should improve streetscapes by “widening sidewalks, enlarging street corners, adding planted boulevards, and improving street lighting.” He told Young Angelenos, “Sunset Boulevard as it passes through Echo Park and Silver Lake is a perfect example of an area that needs work. We have an amazing cultural renaissance going on there, with bars and restaurants opening left and right, but many blocks are still largely prohibitive for walking—exposed to 5 lanes of speeding traffic. I applaud the recent innovative work done at Sunset Triangle Plaza and hope to work with non-profits like Living Streets LA, neighborhood councils, and the Board/Department of Public Works to accomplish more.”

IMMIGRATION REFORM
As a child of immigrants, Alex told Young Angelenos that Congress must act on comprehensive immigration reform and said he would work with city departments, civic organizations and foundations to help promote “immigration integration.” He wrote, “We have hundreds of thousands of undocumented immigrants in Los Angeles, and many are model, taxpaying Angelenos, contributing much to our society and economy. Los Angeles should be welcoming to all immigrants and make sure that those in need can receive assistance, especially our young immigrants.”

FUN FACTS
Alex has run the Camp Pendleton mud run for the past three years.

ENDORSEMENTS
Alex has garnered the support of the Los Angeles Chamber of Commerce, which represents 650,000 employees in 1600 businesses across Los Angeles. He’s also wooing prominent Asian American and Democratic leaders and has won endorsements from the CSUN Young Democrats, State Controller John Chiang, Congressman Brad Sherman, Hollywood NOW President Lindsay Horvath and former Assemblymembers Fiona Ma, Warren Furutani and Pedro Nava.

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MEMBER OF THE CITY COUNCIL, DISTRICT 15

JOE BUSCAINO
Los Angeles City Councilmember

POLITICAL PARTY
Democrat

PLATFORM
Boosting jobs and local economic development, keeping neighborhoods safe, restoring and improving core city services that impact quality of life. Also, Joe told the League of Women voters, “The City’s structural deficit threatens our ability to ensure public safety and deliver core city services. I plan to address this in a balanced way: seeking additional revenues, enacting pro-growth economic development policies while cutting expenses through pension reform and improving collections of outstanding debt.”

BACKGROUND & HISTORY
Joe Buscaino is the newest member of the Los Angeles City Council, elected on January 17, 2012 to fill the vacancy left by Janice Hahn, following her successful bid for US Congress. Prior to his election to City Council, Buscaino served for 15 years as a police officer in the LAPD. His assignments included the Office of Chief of Police, West Traffic Division, Emergency Operations Division and, for the six years before that, Senior Lead Officer for the Harbor area, where he became a well-liked and well-respected leader in the community. He created the LAPD’s first Teen Community Police Advisory Board, an organization that works with teens to problem solve and break the barriers between police and teenagers. His concept of bringing youths’ perspectives to problem solving with the police department was implemented citywide in 2011.

Councilman Joe has lived in the 15th Council District his entire life, and is a first-generation Italian-American, whose parents emigrated from Italy over 40 years ago, in pursuit of the American dream. He graduated Cum Laude, with a BA in Communication, from California State – Dominguez Hills.

Joe and his wife, Geralyn, a teacher in the Los Angeles Unified School District, are raising their two children, and their dog, Rocco, in San Pedro.

JOB CREATION & ECONOMIC PROSPERITY
Joe believes that middle class jobs are the backbone of the local economy and serve as the support structure of local property values.

In 2011, Joe released his 4-Point Jobs Plan to create jobs and boost economic activity in Council District 15. As a member of the City Council’s Trade, Commerce, & Tourism Committee, he has started initiating many parts of the plan, including development at the waterfront and key initiatives to support small businesses.

He successfully passed an ordinance to remove over 600 parking meters from San Pedro and Wilmington, increasing business for local shops, encouraging job growth, and bringing in more revenue for the city with increased sales. Councilman Buscaino wants to build upon the tradition and lessons of hard work that he experienced watching his father, to bring well-paying, sustainable jobs to the District.

EDUCATION
Joe continues to promote local area task forces across the Harbor area, comprised of representatives from the LAUSD, Recreation and Parks, and private providers of youth programs to tackle issues of use and access to existing facilities and programs and to fill voids in existing offerings.

He knows it’s necessary to measure participation levels in local communities in order to grade community-wide efforts to reach young people with positive programs. Joe believes it’s necessary to work together to remove barriers that stand in the way of access to existing facilities.

PUBLIC SAFETY
As a member of the Public Safety Committee, Joe has monitored and demanded full use of the oft controversial gang injunction by appropriate government agencies. He has fought to protect and secure law enforcement resources for the Harbor area. He has remained engaged with the leaders of the LAPD Harbor Division to make sure they have the support they need from other City agencies. Joe is also working with Neighborhood Councils to assist in helping to take back our neighborhoods.

Councilman Joe also believes Sober Living Homes and rehab facilities need to be spread throughout the city rather than encouraging a hub for the illegal drug trade. The Harbor Area should do its part, but it should not shoulder the burden for the rest of the Los Angeles area.

The Good Voter Guide to the Los Angeles Election
Alongside the city attorney’s office, local law enforcement and local community leaders, Joe is working to develop strategic initiatives that will strike a fair balance of such services for not only in San Pedro but the greater Harbor Area as well.

ENVIRONMENT

Joe said on his website, “Air quality will always be an issue in a metropolitan area with this many freeways and this much industry. In the Harbor area there is the additional rail and ship pollution that comes with our transportation-based economy.”

Joe is a member of Green Advisory Committee for the California Conservation Corps, and has studied and discussed ways to grow our local economy while leaving a clean environment for future generations.

In the Harbor area, Councilman Joe believes in encouraging newer, cleaner maritime and transportation technologies, promoting green job growth, energy conservation measures, and other environmental sustainability efforts.

ENDORSEMENTS

LA Area Chamber of Commerce, various Unions, LA Police Protective League, United Firefighters of LA City, LA Central City Association, LA County Young Democrats, Assembly Member Mike Gatto, various members of Harbor area Neighborhood Councils.

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Students also must have enough time to eat, and all schools must also serve breakfast either in the classroom or during the nutrition break.

BACKGROUND & HISTORY
Mónica’s ideology is given the opportunity and access, every child can learn. As president of the board of education, Mónica aims to lead education reform at the Los Angeles Unified School District, ensuring that every child is prepared to read, write and think critically; to attend college or begin a successful career; and to participate as an engaged member of society. She is avidly involved in the Teacher Effectiveness Task Force, supports two-semester schools for all and was key in seeing that Superintendent Brewer was removed and bought out of his contract in 2008.

Mónica’s bio says, “Board President García was elected to the Board of Education in June 2006, becoming the third Latina to serve on the Board in its 155-year history. She is currently serving her sixth term as President, a position to which she was elected by her fellow Board Members annually.

Previously, Ms. García served as an Academic Advisor in South Los Angeles at Foshay Learning Center and Edison Middle School during her six-year tenure with Volunteers of America’s Educational Talent Search Program. Through her work as a guidance counselor, she solidified her belief that every child CAN learn, when adults offer opportunities and supports.”

“Immediately prior to joining the Board of Education, Mónica served as Chief of Staff to LAUSD Board President José Huizar during his four-year tenure. Her efforts in that role helped lay the groundwork for construction of 131 new schools and adoption of a new policy that guarantees every student in the district has access to a college-preparatory curriculum.

“Ms. García was born and raised in East Los Angeles. She attended local schools and graduated from the University of California, Berkeley with a B.A degree in Chicano Studies and Political Science. She earned her M.S.W. from the University of Southern California.”

EDUCATION
Mónica said, “We no longer argue about whether there is a crisis in our educational system. We recognize that there is a crisis, and that the crisis is ours to address.

“And we have also changed the way we go about doing our work. Guided by our wise Superintendent, we have defined a shared theory of change. I like to call it, Reform the LA Way.
Reform the LA Way isn’t a cookie cutter, top down approach. It is a portfolio of school models, created on the ground by innovators in the community and at our school sites, and always accountable to our parents.

“Reform the LA Way means empowered school communities, freed from bureaucratic red tape, making their own decisions about how to budget appropriately, what work rules to adopt, and how best to meet the unique instructional needs of all their students.

“And finally, Reform the LA Way is a recognition that the smartest answers do not come from Beaudry. They can come from anywhere— from a group of teachers or classified staff, from a community partner or a charter school, or from a parent or a student.

“In Reform the LA Way, lots of ideas merit experimentation and support. It isn’t tidy or easily packaged. But Reform the LA Way is courageous, it’s innovative, and it’s owned by all of us.”

As Director of Community Services for Eastmont Community Center, Mónica provided direct social services, referrals and opportunities for community education.

As the co-founder and co-director of Comadres In Action and the Soy Inteligente Project, Mónica designed and implemented college readiness skills workshops for first generation college students and their families. She was also a founding member of Camp College Los Angeles, which provided high school and college counseling to hundreds of LAUSD middle school students.

Prior to joining the Board of Education, Mónica served as Chief of Staff to LAUSD Board President José Huizar throughout his four-year tenure. As Chief of Staff, Mónica was an effective leader and focused her efforts to reduce dropout rates and improve academic achievement. Mónica worked side by side with José to increase opportunities for all students and their families. Their efforts contributed to creating safer schools, laying the groundwork for building new schools to ensure all students attend two-semester neighborhood schools by 2012, and establishing a policy that guarantees every student in the district graduates college-prepared and career-ready.

Mónica is also a member of The Los Angeles County Education Coordinating Council (ECC) was created by the Board of Supervisors in November 2004, and charged with raising the educational achievement of foster and probation youth throughout Los Angeles County.

IMMIGRATION REFORM
Mónica supports the DREAM Act and mandated that all high school counselors are to be properly trained in making students aware of their ability to attend California institutions of public higher education at in-state student tuition rates.

FUN FACTS
Named one of the 100 most influential Latinos by hispanicbusiness.com

ENDORSEMENTS
Consistent public support from Mayor Villaraigosa

SEIU Local 99 of the Service Employees International Union representing more than 30,000 cafeteria workers, custodians, bus drivers, special education assistants and others in the Los Angeles Unified School District. “Our decision was driven by both the need to improve our children’s education and to protect and expand good jobs in our communities,” said in a statement released late Friday, noting that many of her union’s members are also “parents who are deeply concerned about school quality.”

Latino Coalition of Los Angeles PAC, supports candidates who have a demonstrated commitment to supporting legislation and issues that uniquely impact Latino and Hispanic communities.

Her campaign has reported $366,000 in independent expenditure spending from an organization called the Coalition for School Reform to Support Garcia, Anderson, & Sanchez for Board of Education 2013 as well as the AFL-CIO union.

OTHER POSITIONS/TOPICS
In the spring of 2012 hundreds of constituents launched a drive to recall School Board president Monica Garcia. Those involved believed Garcia betrayed her constituents’ trust through her inaction to fight for adequate funding for adult education, early education and English as a Second Language (ESL) programs.

Mónica has been criticized by A.J. Duffy, president of United Teachers Los Angeles for carrying out the political agenda of Mayor Antonio Villaraigosa, a backer of charter schools.
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ROBERT D. SKEELS

Education/Education Researcher

POLITICAL PARTY

Robert Skeels said on his website, “I’m not a politician, I’m a Freirean activist whose entire life revolves around the struggle. Therefore, the active struggles for social justice in our communities are one in the same as my campaign.”

PLATFORM

Robert said: “I stand for:

• Fully funded public schools with elected school boards
• Small class sizes
• Dual language immersion
• Free voluntary reading (FVR) and ample access to libraries. FVR is a research based notion of allowing students to chose their reading materials.
• Project based learning and respect for vocational education
• Culturally relevant curriculum, ethnic studies, and liberation pedagogy
• Arts, music, and literature
• Schools encouraging community and parental collaboration
• Professional, experienced educators with the right to collective bargaining

I vehemently oppose:

• Privatization via charters and vouchers
• Standardized tests being used for high stakes accountability decisions
• A singular focus on testing leading to a narrowing of curricula and elimination of electives
• Segregation by race, class, and ethnicity, which result from privatization and other corporate reforms.
• Discrimination against students with special needs or disabilities
• Alternate teaching certifications that lead to inexperienced and unqualified instructors
• Unproven methodologies and programs being imposed on districts
• No Child Left Behind, Race to the Top, and Common Core State Standards
• Profitteering in the name of ‘helping kids’”

BACKGROUND & HISTORY

Robert’s bio states: “Robert D. Skeels is a social justice writer, public education advocate, and immigrant rights activist. He lives, works, writes, and organizes in Los Angeles with his
wife. Robert is a U.S. Navy Veteran, and a proud member of Veterans for Peace. He attended Glendale Community College and the University of California at Los Angeles (UCLA), majoring in Classical Civilization. Robert is a committed member of Coalition for Educational Justice, Public Education & Social Justice Advocacy, The Southern California Immigration Coalition, and the Trinational Coalition To Defend Public Education. In addition to advancing working class struggles, Robert is an adherent of Liberation Theology. He devotes much time towards volunteer work for 12 step, church, and homeless advocacy. Robert’s articles and essays have appeared in publications including Schools Matter, CounterPunch, Dissident Voice, Daily Censored, Echo Park Patch, and The Los Angeles Daily News.

I’ve lived in LAUSD District 2 for 18 years. My wife and I own a home in Echo Park/Historic Filipinotown.”

EDUCATION
Skeels’ website says, “Robert D. Skeels believes deeply in the importance of Early Childhood Education and has demonstrated his support of Pre-K education in District 2 and beyond. In fact, his first published education article entitled ‘Early Education is Key to Raising America’ was written in 1991. It argued strongly for expanding Head Start and similar programs. Today he advocates for LAUSD’s Early Education Centers (EEC) and for School Readiness Language Development Program (SRLDP).”

A founding member of the Southern California Immigration Coalition (SCIC), an organization that unapologetically fights for the rights of immigrants.


Adamantly anti-charter system.

Robert said, “Public education is a nexus of many issues paramount to social justice. Whether we’re discussing equity issues in terms of class and race, fighting neoliberalism and privatization in the guise of vouchers and charters, advocating for the human rights of undocumented peoples, or engaged in many other critical issues, public education is an intersection where they all meet. This is even more true with adult education. In cities like Los Angeles the Division of Adult and Career Education (DACE) programs represent a literal lifeline for tens of thousands of Angelenos and their families.

These programs are particularly essential for the poor and immigrant communities.”

Robert’s wife, Yoon Jung Lee, attended Evans Adult School several years ago and has greatly benefited. She is currently fighting to save her school and adult education.

Robert is a veteran of the US Navy. He is a proud member of Veterans for Peace and strongly believes that we need to spend money on education, not wars.

Spearheaded recall Monica Garcia efforts. In the spring of 2012 Skeel lead of hundreds of constituents, as they launched a drive to recall School Board president Monica Garcia. Those involved believed Garcia betrayed her constituents’ trust through her inaction to fight for adequate funding for adult education, early education and English as a Second Language (ESL) programs.”

FUN FACTS
He’s the man behind Occupy LAUSD

ENDORSEMENTS
United Teachers Los Angeles (UTLA)
Southern California Immigration Coalition
Unión del Barrio

OTHER POSITIONS/TOPICS
Although Robert has no formal political record, he does have an accomplished body of work as social justice writer, public education advocate, and immigrant rights activist. His work reflects his commitment to equality for all; always fighting for the people in a strategic and passionate manner.

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The majority of information found about this candidate is sourced from his website or his writings. We could not find any information from other parties regarding his credibility or record.
ABELARDO DÍAZ
High School Teacher

PLATFORM
Abelardo Díaz will fight for a quality public school education for every child and believes that small class sizes and experienced teachers have the greatest impact on educational results.

BACKGROUND & HISTORY
Abelardo has been a teacher for over 17 years, as well as a youth organizer, including working with Hope in Youth and the Compton Unified School District. He joined LAUSD as a bilingual teacher at Washington Preparatory High School and also as an Adult Ed teacher at Jefferson Community Adult School. In addition, he was one of the first teachers at the Helen Bernstein High School and at the Visual and Performing Arts School.

EDUCATION
During candidate forums in October and November, Abelardo indicated he would set priorities for the district, restructure schools that were reconstituted, work with parents and teachers, respect collective bargaining, hold every school (including charter schools) accountable, continue to support the right of undocumented parents to vote in school board elections, encourage parental involvement to improve safety at school, and hold the issue of Chicano Studies “close to his heart.”

FUN FACTS
His students nominated him as best teacher in the “Who’s Who” national teacher recognition book for two consecutive years.

ENDORSEMENTS
As of December 31, 2012, Abelardo’s campaign had raised $3,457.75. United Teachers Los Angeles (UTLA) has endorsed three Board District 2 candidates, including Abelardo.

ISABEL VAZQUEZ
Teacher/Community Advocate

PLATFORM
Isabel Vazquez has worked on behalf of the students and families of Board District 2, as well as the broader Los Angeles Unified School District, in positions ranging from teacher to administrator for nearly 30 years. She is running because public education is at stake.

BACKGROUND & HISTORY
Isabel has been an educator for 28 years, including a first grade teacher and an administrator with the Division of Adult and Career Education. During the 1980s, she was a field director for Jeff Horton, a former LAUSD board member.

JOB CREATION & ECONOMIC PROSPERITY
During candidate forums in October, November, and January, Isabel indicated she would push for a moratorium on approval of any new charter schools, hold existing charter schools to the same standards as public schools, close charter schools that are not providing results for students, support parent centers and magnet schools, bring back the motion to give undocumented parents the right to vote in school board elections, fully fund public education with public funds, reduce the focus on testing to allow teachers to discuss issues important to the students (such as conflict resolution and safety), oppose any new unfunded initiatives, utilize Prop 30 funding to bring back work experience programs, restore adult education, empower students, support changing the time of board meetings so all stakeholders could attend, and continue to bring Chicano studies into LAUSD.

FUN FACTS
Isabel was requested to run for school board by former City Councilwoman Jackie Goldberg. Her son is an alumnus of
Board District 2 schools and her husband is a retired elementary school teacher.

ENDORSEMENTS
As of December 31, 2012, the Vazquez campaign had raised $6,300.00.

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MEMBER OF
THE BOARD OF
EDUCATION,
DISTRICT 4

STEVE ZIMMER
School Boardmember/Teacher

POLITICAL PARTY
Democrat

PLATFORM
Although incumbent Steve Zimmer has often voted in support of LAUSD Superintendent John Deasy’s proposals, his seat is now in jeopardy due to the candidacy of Kate Anderson, a “reformist” candidate. Steve is running with the strong backing of Anderson’s foes — the powerful United Teachers of Los Angeles union. He’s an opponent of charter schools and introduced a resolution to the LAUSD school board to temporarily halt the approval of new charter school charters, which failed.

Per Smart Voter, Steve’s platform is:
• Improving quality of instruction and increasing enrollment
• Improving graduation rates
• Increasing parent and community involvement

BACKGROUND & HISTORY
Steve Zimmer was elected to the LAUSD Board of Education in 2009 after 17 years of being a teacher in the Silver Lake community.

He started his teaching career in 1992 as part of Teach for America, who assigned him to Marshall High School as an ESL teacher. During his time at Marshall, Steve “piloted experiential learning with his adolescent English Learners” and took his students on trips to city hall, the state capital and even Washington, DC. His bio states, “Steve founded Marshall’s Multilingual Teacher Career Academy that served later served as an early model for LAUSD’s Career Ladder Teacher Academy programs.” He also created a public service program at Marshall during which “students planted over 500 trees, repainted more than a thousand miles of graffiti covered walls and volunteered in over 5,000 elementary classrooms.”

As a member of the community, Steve advocates for immigrant rights and progressive labor. He founded a teacher’s group opposed to Proposition 187 and supported the Justice for Janitors Strike in 2000. For five years, he served as “Council District 13’s representative on the commission that oversees LA’s Community Development Department.” He also helped establish the Comprehensive Student Support Center which provides healthcare services for Marshall students and their families.

Steve has received awards for his work as a teacher and community activist: Angels over Los Angeles Award from LA’s Commission of Children, Youth and their Families; Carino Award from El Centro Del Pueblo; Jackie Goldberg Public Service Award from the LACER Foundation.

FUN FACTS
Steve speaks Spanish and Portuguese, and his bio says he’s “coached a lot of youth sports.”

ENDORSEMENTS
Steve is backed by the United Teachers of Los Angeles union as well as the California School Employees Association and Los Angeles County Federation of Labor, AFL-CIO. He’s backed by electeds such as Congresswoman Karen Bass, State Senators Curren Price Jr. and Kevin De Leon. Dems groups such as the LA County Democratic Party, LA County Young Dems and Stonewall Young Dems support him as well.

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KATE ANDERSON
Parent/Child Advocate

PLATFORM
Kate Anderson told Smart Voters that her top priorities are:
• Increased funding for the school sites
• Middle schools that parents in my district feel comfortable sending their children to
• Meaningful evaluations of and support for teachers

Kate Anderson’s candidacy is the most significant in the school board election; if elected, she would tip the balance of the school board members in favor of Superintendent John Deasy’s “reformist” agenda, which favors more charter schools and more data-based teacher evaluations. Incumbent Steve Zimmer has been a swing vote previously, whereas Kate has voiced her support for the superintendent. “I support the reforms that Supt. Deasy has put in place,” she told KPCC. “I support his work to improve our teacher evaluation system, I support his work to bring and support more innovative models to the school system.” John Deasy has instructed principals to count student standardized test scores as 30 percent of a teacher’s evaluation, and he’s also “altered district rules so that layoffs are not based strictly on seniority.”

Kate told Smart Voter, “Every child deserves an terrific teacher and a strong learning community and right now, LAUSD does not do nearly enough to ensure either. Our current system of evaluating and supporting teachers is broken and we have far too much bureaucratic control and not enough local control. I would change both,” she said. “I would also use the skills and experience I learned on the Oversight Committee in Congress to make sure that our money is being spent well and that every dollar possible is making it to the classroom.”

Kate was more nuanced in her support of standardized testing to Smart Voter, “As a parent, I am concerned about any educational program that would lead to teaching to a narrow test. I believe that arts, physical activity, and life skills that cannot necessarily be measured are essential to a good education. That said, well-designed tests that are measuring important skills are useful tools in understanding how students are progressing. In the right context, appropriate tests should play a role in an educational program.”

BACKGROUND & HISTORY
Kate Anderson is running for school board based on her experience as a mother, an education activist, political staffer and corporate lawyer.

Kate attended UCLA and interned for Congressman Henry Waxman, garnering a full-time position four days into her internship. She finished her degree while working, then earned her JD from the University of Chicago and clerked on the DC circuit court. After law school, she returned to Waxman’s office as Counsel for the Government Reform and Oversight Committee in the U.S. House of Representatives.

She and her husband moved back to LA after getting married, and she began her work in corporate law, where she got her employer to open the first childcare center sponsored by a law firm west of the Mississippi.

Kate ran for the State Assembly in 2010 and lost the race to Betsy Butler, but she raised an impressive $400,000, mostly from individuals. After the election, Kate went to work for Congresswoman Jane Harman, and now she runs the Los Angeles office of Children Now, a nonprofit child advocacy group.

Kate serves on the Mar Vista Community Council and was president of the Hilltop Neighbors Association.

ENDORSEMENTS
The Coalition for School Reform, an independent campaign closely aligned with Mayor Antonio Villaraigosa, is backing school board candidates Kate, Monica Garcia and Antonio Sanchez with money from influential groups and individuals. New York Mayor Michael Bloomberg gave $1 million a week before StudentsFirst, a group led by former DC schools chancellor Michelle Rhee, donated $250,000. Eli Broad and media exec A. Jerrold Perenchio have also donated $250,000 each, and Casey Wasserman donated $100,000. Kate has also raised nearly $100,000 more than Zimmer.

FUN FACTS
Kate has twin daughters who are in the third grade at Mar Vista Elementary School.

SOURCES
http://www.kateanderson.org
http://www.smartvoter.org/2013/03/05/ca/la/vote/anderson_k
MEMBER OF THE BOARD OF EDUCATION, DISTRICT 6

MARIA CANO
Education Advocate/Organizer

PLATFORM
Her priorities for office include:
• Rehiring of school site staff
• Class size reduction
• Reinstatement of early, adult, and arts programs

She believes the most important issue facing LAUSD is the budget and her plan to deal with it includes to reinstate school sites staff, educational programs, and budget control to local school sites.

BACKGROUND & HISTORY
Mario Cano is an education advocate and organizer. She worked for United for Education Coalition as the Director of Government and Media Relations and for LAUSD as a Facilities Community Relations Organizer and also served on the Planning Commission of the City of San Fernando for four years. She received the Franklin & Eleanor Roosevelt Democrat of the Year award, by the Los Angeles County Democratic Party. Ms. Cano is a graduate of the University of California.

Any Fun Facts:

ENDORSEMENTS
United Teachers of Los Angeles (UTLA), California School Employees Association, San Fernando Valley NOW

FUN FACTS
Maria was is the eldest of seven children and was raised and educated in the San Fernando Valley. Her father was a farmworker and later steelworker and her mother was a seamstress; she is the first in her family to graduate from college.

SOURCES
http://www.smartvoter.org/2013/03/05/ca/la/vote/cano_m/
http://www.smartvoter.org/2013/03/05/ca/la/vote/cano_m/questions.html

MONICA RATLIFF
Fifth Grade Teacher

POLITICAL PARTY
Democrat

PLATFORM
Her platform is based on the following goals:
• Transparency of how the budget is being used and where the money is going.
• Collaboration among parents, teachers, administrators, school staff, charter school operators, and the community.
• College or vocational readiness for all
• Health and safety inside the classroom, outside the classroom, and in every school’s neighborhood.
• She also promotes fiscal responsibility and supports many models of schools, including public, charter, and pilot schools.

BACKGROUND & HISTORY
Monica Ratliff is a fifth-grade teacher living in Sunland, CA. She serves on her school’s site council and leadership council. Monica holds a Masters Degree in Education from UCLA as well as a Juris Doctorate from the Columbia University School of Law.

FUN FACTS
In addition to her teaching credential, Monica is also a member of the California State Bar. She was previously an attorney at the San Fernando Valley Neighborhood Legal Services, but left law in 2000 to become an elementary school teacher and has been teaching since 2001.

ENDORSEMENTS
United Teachers of Los Angeles (UTLA)

SOURCES
http://www.smartvoter.org/2013/03/05/ca/la/vote/ratliff_m/
ANTONIO SANCHEZ
Educator/Community Organizer

POLITICAL PARTY
Democrat

PLATFORM
His priorities for office are to:
• Manage the budget better
• Save and restore adult education
• Improve the quality of student learning

He believes that LAUSD needs to develop a multi-step plan to address various issues that plague schools, which includes resources for teachers and sufficient staff for administrators.

BACKGROUND & HISTORY
Antonio Sanchez is an education and community organizer and former Area Director for the City of Los Angeles Office of the Mayor; he has also worked for the County Federation of Labor. Antonio received his BA from California State University and an MA in Planning from UCLA, where he served as a researcher and teaching assistant.

FUN FACTS
Antonio has been an active member of the Democratic Party since 2004 and currently serves as recording secretary of the Democratic Party of the San Fernando Valley.

ENDORSEMENTS
United Teachers of Los Angeles (UTLA); Los Angeles County Federation of Labor AFL-CIO, Service Employees International Union (SEIU) Los Angeles County Democratic Party, Coalition for School Reform. His campaign has reported $392,000 in independent expenditure spending from an organization called the Coalition for School Reform to Support Garcia, Anderson, & Sanchez for Board of Education 2013.

SOURCES
http://ethics.lacity.org/disclosure/campaign/search/public_ie_search_results.cfm?elec_seat_cmt_id=830,830,830&include=IE&viewtype=pf
http://www.smartvoter.org/2013/03/05/ca/la/vote/sanchez_a/
http://www.smartvoter.org/2013/03/05/ca/la/vote/sanchez_a/questions.html
MEMBER OF THE BOARD OF TRUSTEES, DISTRICT 2

MIKE ENG
College Teacher/Legislator

PLATFORM
Per Smart Voter, Mike Eng plans to:
• Increase classes through increased funding for Community Colleges
• Reform oversight and transparency over bond expenditures
• Expand shared governance in the decision making process

BACKGROUND & HISTORY
Former California Assemblymember Mike Eng has been involved in local politics in LA County for more than 10 years. He was elected to the Monterey Park City Council in 2002 and later became the city mayor. He succeeded his wife Judy Chu to the State Assembly; she became the first Chinese-American woman elected to Congress.

ENDORSEMENTS
Congressmembers Judy Chu (his wife), Grace Napolitano, Julia Brownley, Adam Schiff; Statewide Constitutional Officers Tom Torlakson, John Chiang, Dave Jones; AFT1521 and 1521A, LA County Federation of Labor

SOURCES
http://www.smartvoter.org/2013/03/05/ca/la/vote/eng_m/
http://en.wikipedia.org/wiki/Mike_Eng

JOHN C. BURKE
College Accounting Professor

PLATFORM
Per Smart Voter, John Burke is running to:
• Replace third week enrollment state funding formula with a student success/class completion rate system.
• Develop partnerships between the nine district colleges, employers, LAUSD high schools, and four year colleges and universities.
• Audit accounting controls for all financial expenditures including the voter approved Bond Construction funds.

BACKGROUND & HISTORY
John is a college accounting professor who has studied at CSUN, UCLA and USC.

SOURCES
http://www.smartvoter.org/2013/03/05/ca/la/vote/burke_j/
MEMBER OF THE BOARD OF TRUSTEES, DISTRICT 4

JOZEF “JOE” THOMAS ESSAVI
Los Angeles County Commissioner

PLATFORM
Per Smart Voter, Jozef Thomas Essavi plans to:
• Cut the current 72% failure in transferring and in graduation
• Hire more teachers, offer more classes, slash textbook costs
• Offer more vocational and green job training
• Bring efficiency and accountability

BACKGROUND & HISTORY
Joe's bio on Smart Voter says he's a Los Angeles County Commissioner and was previously a controller for a nonprofit. He served two terms as the Community College (LAVC) ASB Union Treasurer, and also served two terms as a neighborhood councilmember. Married with three children, he studied at UC Riverside and CSUN.

ENDORSEMENTS
Los Angeles Times endorsed Essavi in 2009.

SOURCES
http://www.smartvoter.org/2013/03/05/ca/la/vote/essavi_j/

ERNESTO HENRY MORENO
Retired College President

PLATFORM
Per Smart Voter, Ernesto Henry Moreno plans to:
• Complete Bond Measure construction projects quickly and efficiently.
• Increase student access to higher education for all of our community
• Establish or revise structures to maximize efficiency and effectiveness of all District operations.

BACKGROUND
Ernesto was a community college president for 18 years and also served as a classroom instructor for 28 years. He's received a few awards including the Outstanding Administrator of the Year from the American Association of Hispanics in Higher Education and the Steve Allen Educator of The Year Award.

SOURCES
http://www.smartvoter.org/2013/03/05/ca/la/vote/moreno_e/
MEMBER OF THE BOARD OF TRUSTEES, DISTRICT 6

TOM OLIVER
Retired College President

PLATFORM
His platform on Smart Voter reads:
• Empower students with the resources needed to attain educational goals
• Promote high tech job training and meet local workforce needs
• Develop strategic plan to address fiscal uncertainty for Los Angeles community colleges

BACKGROUND & HISTORY
Tom Oliver is a former president of Pierce College & Los Angeles Mission College, where he also served as vice president of academic affairs. He has a doctorate of Education in Institutional Management from Pepperdine University. He was awarded the Justice Armand Arabian Leaders in Public Service Award.

ENDORSEMENTS
Dennis Washburn, Mayor of Calabasas Emeritus
Karl Boeckmann, Vice President of Galpin Motors
Matt Lynch, CEO of Build Industries

SOURCES
http://www.smartvoter.org/2013/03/05/ca/la/vote/oliver_t/

NANCY PEARLMAN
Community College Trustee

PLATFORM
Per Smart Voter, Nancy Pearlman plans to:
• Improve student success in transfers and credential completion
• Continue green building programs & make campuses ecological
• Maintain fiscal accountability

BACKGROUND & HISTORY
Per Smart Voter:
Occupation: Community College Trustee
Executive Director (for Educational Communications)
Cultural Anthropologist
Environmentalist
Educator (Community College Instructor)
Environmental Documentarian
Radio Host & Broadcaster

ENDORSEMENTS
Congressman Brad Sherman
LA City Councilman Paul Koretz
Sierra Club, Angeles Chapter

SOURCES
http://www.smartvoter.org/2013/03/05/ca/la/vote/pearlman_n/

DAVID VELA
School Board Member

PLATFORM
Per Smart Voter, David Vela plans to:
• Improve access to courses offered by LA Community Colleges
• Create a 21st century learning environment for students
• Stop wasteful spending by finecombing annual budget

BACKGROUND & HISTORY
Per Smart Voter:
Occupation: School Board Member
Masters in Public Policy Pepperdine University
Bachelor's of Science Anthropology, UCLA
YMCA Board Member
LA County Trustees Association Director
CSBA Former Delegate

ENDORSEMENTS
American Federation of Teachers (AFT)/SEIU
Los Angeles County Democratic Party
LA County Federation of Labor

SOURCES
http://www.smartvoter.org/2013/03/05/ca/la/vote/vela_d/
CITY OF LOS ANGELES MEASURES

PROPOSITION A
Neighborhood Public Safety and Vital City Services Funding and Accountability Measure

SUMMARY
Prop A is a proposal to increase the sales tax on every sales transaction (except food and medicine) in the City by a half cent to make up for a projected $216 million deficit in City revenue – which would start on the City’s next fiscal cycle, July 1st. This proposal was first introduced by City Council President Herb Wesson as a solution to prevent cuts to public safety programs that would result as a consequence of the deficit; cuts like layoffs of police officers. Majority approval is required.

PRO
Prop A is supported by LA Police Chief Charlie Beck, who says that if a deficit does occur in the next fiscal cycle, the department would suffer $50 million in cuts and there would be massive layoffs of approximately 500 LAPD officers, which, he argues, would lead to higher rates of crime throughout the city.

Supporters of Prop A also argue that, along with providing financial support to the city’s police force, it would also provide funding to staff the city’s fire department, paramedic forces, and 911 response services. Supporters insist that Prop A makes sure that all residents, business owners, and visitors to Los Angeles pay their fair share in maintaining services that help the city run in an efficient and safe fashion. Prop A will not be a financial burden to the residents of Los Angeles, as it will on average cost each person “less than 10 cents a day” totaling an extra $30/year. The cash gathered by Prop A would be subject to an annual independent audit and public review, and could only be used to fund services vital to the maintenance of our City of Angels.

CON
Prop A is opposed by City Council members and 2013 Los Angeles mayoral candidates Jan Perry and Eric Garcetti, who say that this tax would make our City less “business-friendly.” They offer that a better alternative would be to create jobs that pay a living wage and focus on encouraging growth in existing industries instead of further taxing the often-financially-burdened residents of LA Council Member (and City Controller candidate) Dennis Zine also opposes the tax, saying that alternative sources of revenue could be found, like gathering collections from delinquent taxpayer, etc.

Opponents also argue that Prop A would drive away revenue from the city of LA, encouraging residents to make purchases outside of the city, in areas with lower sales tax rates. They also insist that it will not solve the city’s budget crisis or help us find solutions to it, and will delay desperately “needed repairs to our streets, sidewalks, and other infrastructure.” They also argue that Prop A is a Band-Aid solution, that if the city wanted to truly avoid a fiscal deficit, they should start with pension reform.

VICA (Valley Industry and Commerce Association) and its board of directors opposes the measure, saying that it's irresponsible to raise taxes in economically tumultuous times, and that the city should look into alternative sources of revenue such as “privatizing the zoo and convention center, streamlining the city’s building and permitting process, collecting unpaid taxes and debts, and reducing the number of standard billboards and allowing digitized billboards which generate more revenue for both business and the city.”

If passed, the measure would raise the sales tax percentage from the current 8.75% rate to 9.5%.

SOURCES
http://www.smartvoter.org/2013/03/15/ca/la/meas/LA-A/

CHARTER AMENDMENT B
Fire and Police Pension Plan; Cost Neutral Purchases of Retirement Credit by Certain Members

SUMMARY
Currently, some police officers work for the City Department of General Services (DGS), where they patrol city buildings and facilities such as City Hall, the Zoo and the Convention Center. Last year, the City permitted these officers to work for the Los Angeles Police Department (LAPD) instead of the
DGS. The LAPD has a different retirement pension plan than the one offered by the DGS.

Prop B proposes that those officers could choose whether they receive their pension benefits from the DGS plan or the LAPD plan.

There would be no effect on the city budget. Officers who choose the LAPD plan would pay for the costs of any additional pension benefits.

**PRO**

Charter Amendment B will allow police officers who are transferred to the LAPD to have the same benefits as other members of this plan, at no cost to the city or to taxpayers.

It is supported by:
Los Angeles City Councilmembers Mitchell Englander, Joe Buscaino, Dennis Zine; Wendy Greuel, Los Angeles City Controller; Tyler Izen President, Los Angeles Police Protective League; Charlie Beck, Chief of Police; Michael Robertson President, Los Angeles General Services Police Officers Association; & Frank Lima President, UFLAC - United Firefighters of Los Angeles City

**CON**

The cost of the City's pension systems is a big reason for the City's financial problems. There is no way to guarantee that this will not cost the City money and make the problem worse.

There are no vocal opponents.

**SOURCES**

http://www.smartvoter.org/2013/03/05/ca/la/meas/LA-B/